25, 1949

PRICE 25 CENTS

BROADCASTING

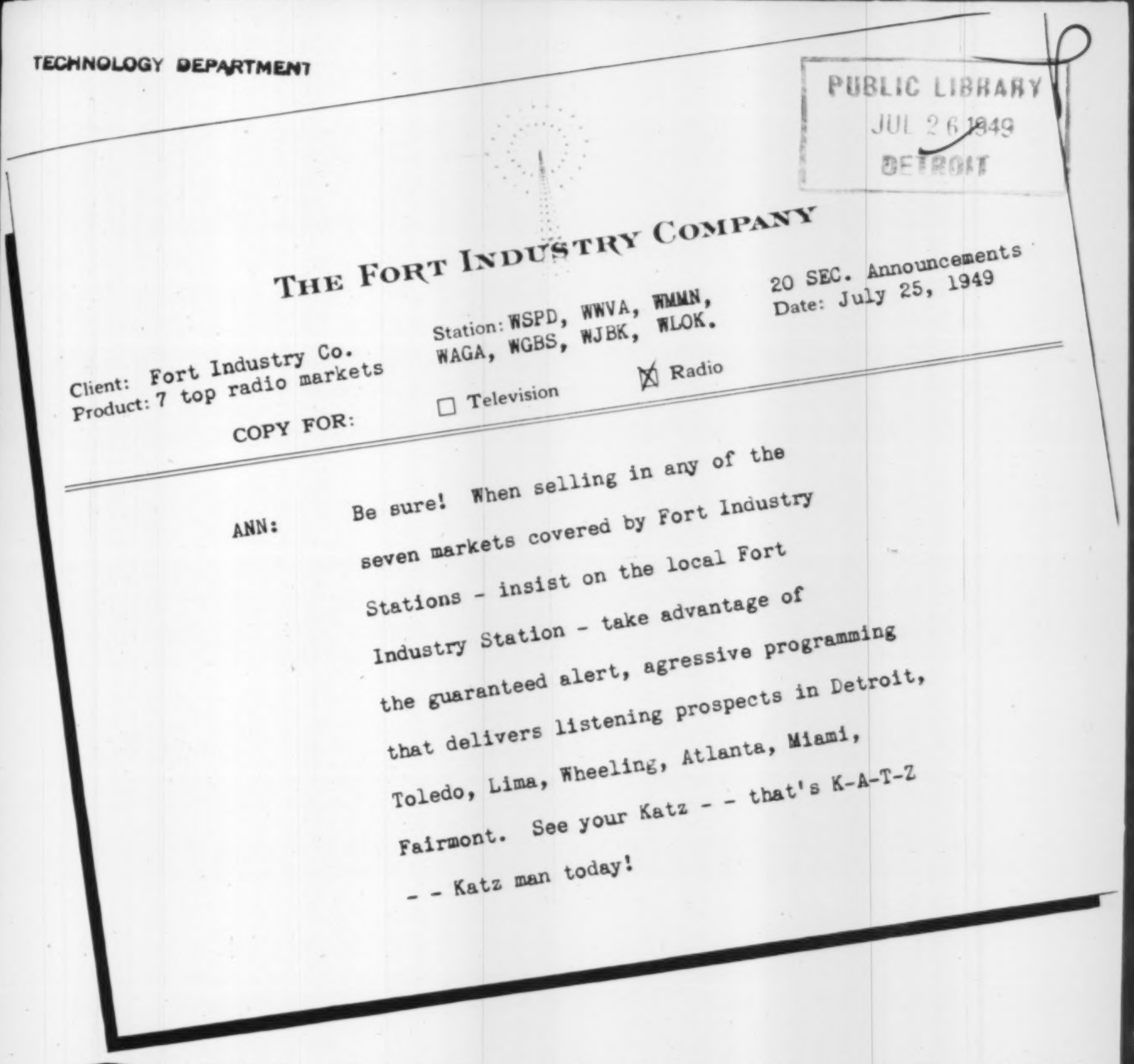
The Newsweekly of Radio an[illegible]ion

TELECASTING

TECHNOLOGY DEPT
DETROIT PUBLIC LIBRY
[illegible] PUTNAM DRIVE
DETROIT 2 MICH

TECHNOLOGY DEPARTMENT

PUBLIC LIBRARY
JUL 26 1949
DETROIT



THE FORT INDUSTRY COMPANY

Client: Fort Industry Co.
Product: 7 top radio markets

Station: WSPD, WWVA, WMMN,
WAGA, WGBS, WJBK, WLOK.

20 SEC. Announcements
Date: July 25, 1949

COPY FOR: ☐ Television ☒ Radio

ANN: Be sure! When selling in any of the seven markets covered by Fort Industry Stations - insist on the local Fort Industry Station - take advantage of the guaranteed alert, agressive programming that delivers listening prospects in Detroit, Toledo, Lima, Wheeling, Atlanta, Miami, Fairmont. See your Katz - - that's K-A-T-Z - - Katz man today!

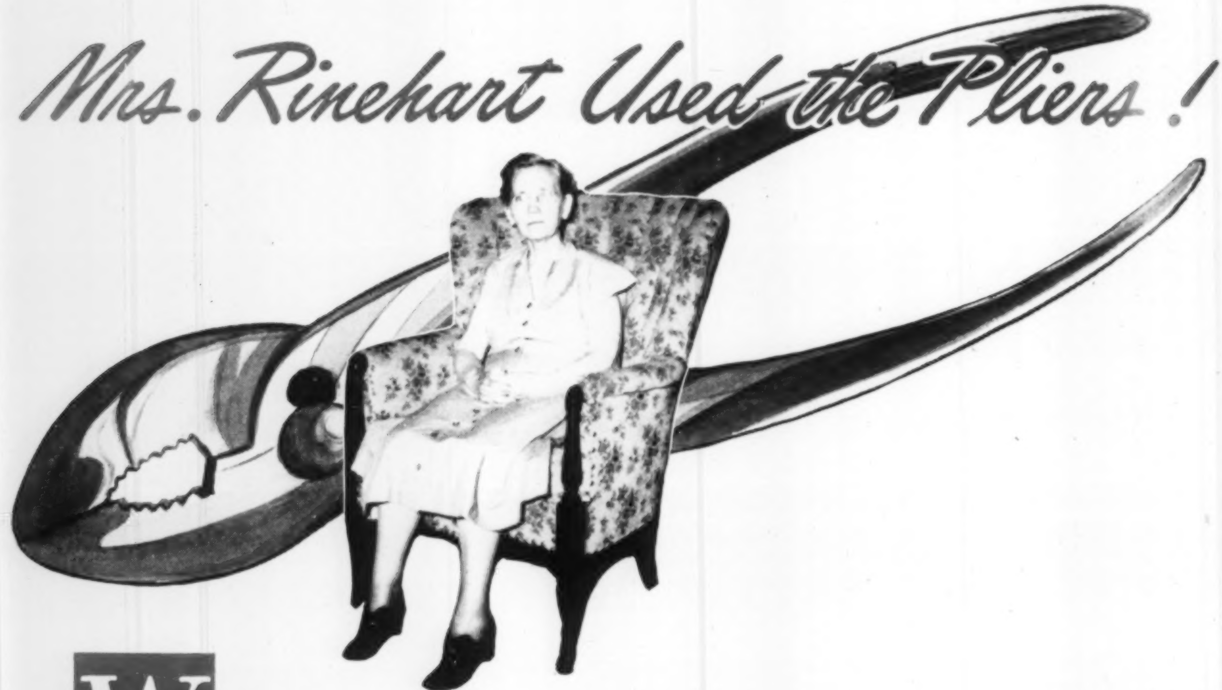
THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

IN THIS ISSUE: MONTHLY TELECASTING SHOWSHEET

OUR 25TH ANNIVERSARY YEAR

Mrs. Rinehart Used the Pliers!



When the tuning knob came off Mrs. A. L. Rinehart's radio set, the Kokomo, Indiana woman took her pliers and set the dial on WLS, where it stayed till she had it fixed weeks later.

"MY DIAL IS ALWAYS ON 890"

"But I might as well have saved my money," Mrs. Rinehart reports. "My dial is always on 890 anyway."

WLS programs have been Rinehart family favorites for a quarter century—in a close relationship that typifies the WLS story—a radio station fitting its programs right into the pattern of everyday living—providing a combination of service and entertainment that has built a deep-rooted listening loyalty in the thousands and millions of "Mrs. Rineharts" all over the Middlewest—folks who never need the tuning knob so long as the dial is on the WLS spot!

WRITE FOR THE FACTS

For details about WLS' complete service to its listeners—and the amazing results this brings to advertisers in a four-state marketplace in and around Chicago—please write today to "Sales Manager, WLS, 1230 Washington Boulevard, Chicago 7, Illinois."

A Clear Channel Station

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

Super Variety Counter

Aprons, books, bricks, chicks, candy..
macaroni, banking services, door chimes..
these are but a few of the
tremendous variety of goods and services
sold effectively and economically
through local programs and spot campaigns
on Westinghouse stations!

But that's only half the story.
With NBC programs at Pittsburgh,
Boston, Springfield, and Philadelphia–
and ABC programs at Fort Wayne and Portland, Ore.–
these Westinghouse stations
draw capacity audiences in
the New England area (WBZ and WBZA)
the Middle Atlantic area (KYW)
the Pittsburgh tri-state area (KDKA)
the Fort Wayne sector of the Midwest (WOWO)
and Portland and the Pacific Northwest (KEX).

These six stations show *results!*
For proof (including records of sales
in *more than half* the nation's states)
see Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING *at deadline*

Closed Circuit

BBDO, NEW YORK, newly appointed agency for Lever Brothers' Swan Soap (see story page 24), looking for major radio program.

FCC HAS PROBLEM on its hands in investigation currently under way. Probe centers on Nevada stations' broadcasts of advertising for gambling devices and gambling establishments. Illegal? Contrary to public interest? Nevada's wide-open gambling laws make it top-notch puzzler, since both devices and establishments are lawful—as well as highly popular. On-the-spot study has been started.

ARDE BULOVA, watch manufacturer and broadcaster (WNEW New York controlling stockholder), may become factor in color TV. On recent trip to Europe it's understood he looked into French color TV patents.

NAB TV DIRECTORATE appointment under streamlined reorganization wide open. President Miller met with network executives at dinner meeting in New York Thursday but there was no decision. Among names discussed were: E. P. H. James, recently resigned MBS vice president; Col. Ed Kirby, former Army radio chief; Ralph Austrian, televison consultant; Phil Merryman, TV consultant and former NBC assistant director of research and development.

KELLOGG CO. through Kenyon and Eckhardt contemplating intensive Fall advertising campaign which will include both radio network and television show. Definite decision on both will be made soon.

ACQUISITION by *Chicago Tribune's* Col. Robert R. McCormack of *Washington Times Herald* promptly gave rise to speculation as to his radio plans in Washington, if any. Owner of 50 kw WGN and its FM and TV sisters, Col. McCormack also holds nearly 20% interest in Mutual, of which WGN is Chicago key. While it's open secret that several Washington stations can be bought, it's known Col. McCormack hasn't given thought to station acquisition, feeling he has enough irons in the fire already.

IN RADIO ROW, it's even money now that if salaries of FCC Commissioners are raised from present $10,000 to proposed $15,000 or $16,000, FCC Chairman Coy will remain in saddle at least until expiration of his term June 30, 1951.

WASHINGTON's rumor factory turned out another on FCC last week—that former Senator Jim Mead (D-N. Y.) will land on FCC, presumably as Wayne Coy replacement in chairmanship. Sen. Mead has been acknowledged candidate for number of Washington agencies in past several years but this time it's said President Truman wants to give him first available vacancy presumably

(Continued on page 86)

Upcoming

July 25-26: NAB Unaffiliated Stations Executive Committee, NAB Hdqrs., Washington.
July 25-Aug. 26: Third Professional Radio Clinic, U. of Denver, Denver.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 1-3: Canadian Assn. of Broadcasters directors meeting, Mount Royal Hotel, Montreal.

(Other Upcomings on page 38)

RALPH HARDY TO HEAD NAB AUDIO DIVISION

RALPH W. HARDY, assistant manager KSL Salt Lake City, named by NAB President Justin Miller Friday to head newly created Audio Division of NAB. He will be assisted by Arthur Stringer, director of division's FM section.

Mr. Hardy will report Sept. 1, one month after advent of new branch set up as part of NAB reorganization [BROADCASTING, July 18]. Understood he will assume post on indefinite leave from KSL, 50,000 w CBS affiliate owned by Latter Day Saints Church.

President Miller said appointee "has been my first choice for directorship of the challenging Audio Division post. He has demonstrated fine qualities of leadership, a talent for public speaking, and a broad understanding of, and sympathy for, the American system of broadcasting. I am . . . grateful to KSL's management for making him available."

Mr. Hardy, born in 1916, has held various positions since he joined KSL staff in 1937 as announcer and continuity writer. Successively he became continuity editor, producer, account executive, traffic manager, program director. In 1945 he was appointed executive assistant and director of KSL public affairs. For past two years he has been chairman of NAB's Committee on Educational Standards.

WBKB UNION TALKS NEARING COMPLETION

WBKB (TV) Chicago, Balaban & Katz station, reported Friday to be completing jurisdictional negotiations with IBEW and IATSE. Dispute originated more than month ago when unions demanded eight men on duty during operation of station's Paramount Teletranscriber. Station claimed only two men were needed, it was understood.

Settlement reputedly provides for projectionist and film processor, both from IATSE, and a third man on duty. He would be member of IBEW, and reportedly has union authorization for switching membership to IATSE, giving latter complete jurisdiction over teletranscription operations. In exchange. IBEW said to get one-year contract from WBKB for 27 engineers. Station previously had only working agreement with unions. Additional dispute may erupt locally from National Assn. of Broadcast Engineers and Technicians, which may claim engineering authority.

Business Briefly

STANDARD OIL SPONSORS ● Standa
Oil Co. of Indiana contracted for AM broa
casts this fall of all regular-season footb
games of Universities of Colorado, Iowa, Mic
igan, Minnesota and Nebraska, and Chica
Bears in professional National League. S
tions carrying games: KOA Denver, WHO D
Moines, WJR Detroit, KFAB Omaha, KOI
Scottsbluff, Neb., KANS Wichita, WCC
Minneapolis and WIND Chicago. Firm a
will sponsor telecasting of U. of Minnes
home games on KSTP-TV Minneapolis.

RESUMES CBS SHOW ● Campbell So
Co., Camden, N. J., Aug. 29 resumes C
15 on CBS, Monday-Friday 7:30-7:45 p.
after eight-week hiatus. Dick Haymes ta
over as singing m.c. Agency, Ward Wh
lock, N. Y.

BUYS GRID GAME ● Wilson Sporti
Goods Co., Chicago, to sponsor broadcast
annual football game between College A
Stars and Philadelphia Eagles, profession
team, Aug. 12 on MBS. Agency, Ewell
Thurber Assoc., Chicago.

RALEIGH SHOW ● Brown & Williams
Tobacco Corp., Louisville, Ky. (Raleigh Cig
ettes, pipe tobacco) Sept. 24 begins spons
ship of *People Are Funny* on NBC, Saturd
9:30-10 p.m. Contract, 13 weeks. Agen
Russel M. Seeds Co., Chicago.

PEERLESS NAMES CHERNOW ● Pe
less Fountain Pen and Pencil Co., New Yo
appoints Chernow Co., New York, to han
nationwide spot radio and television campai
William Travis is account executive.

L&M FOR ESQUIRE ● Esquire Inc., Ch
cago and New York (publisher of *Esqu*
Coronet and *Apparel Arts* magazines), nam
Lennen & Mitchell, New York, to handle a
vertising effective immediately. Radio will
used.

NEW CBS COLOR TESTS

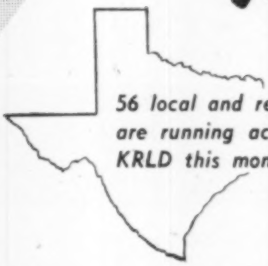
CBS COLOR TV test requested and approv
at FCC Friday involving WCBS-TV New Yo
and collection of color data for Commission
Aug. 29 TV hearing [BROADCASTING, July 18
Thirty-day test begins today (Monday) wi
WCBS-TV, during regular non-program pe
od, transmitting TV pictures using non-stan
ard frame frequencies, field frequencies a
scanning lines. Test also to determine cap
bility of equipment to operate with speci
transmission standards. (For other color e
periments see page 40.)

This Is Why

KRLD

Is Your Best Buy

Home Folks Know Best



56 local and regional advertisers are running active schedules on KRLD this month.

Here is a Partial List of Local and Regional Advertisers who have used

KRLD

CONSISTENTLY

For *5* to *10* or More Years and Found It

Profitable!

- ★ Ben Morris Jewelry Co.
- ★ Burleson Honey Co.
- ★ Babcock Bros. Auto Supply Store
- ★ Mrs. Baird's Bread Co.
- ★ Dallas Ft. Worth Brewing Company
- ★ Bond Clothes (Dallas Store)
- ★ Cabell's Ice Cream & Dairy Shops
- ★ Wm. Cameron & Company
- ★ Crazy Crystals Co.
- ★ Dallas Plumbing Company
- ★ Dallas Federal Savings & Loan
- ★ First National Bank
- ★ Great National Life Ins. Company
- ★ Texas Power & Light Company
- ★ Magnolia Petroleum Company
- ★ Southwestern Greyhound
- ★ Home Furniture Company
- ★ Humble Oil & Refining Company
- ★ Holsum Bread Co.
- ★ Ideal Laundry
- ★ Jax Beer
- ★ Linz Jewelist
- ★ Lone Star Gas Co.
- ★ Main Optical Company
- ★ Mohr Chevrolet Company
- ★ Oriental Laundry
- ★ Padgett Brothers
- ★ Parisian Fur Company
- ★ Rick Furniture Company
- ★ American Beauty Flour
- ★ Skillern Drug Co.
- ★ Sears & Roebuck Retail Stores
- ★ Seven-Eleven Stores
- ★ Texas Textile Mills
- ★ White Swann—Waples Platter Co.
- ★ Williamson-Dickie Manufacturing Co.
- ★ Zenith-Cleaners & Launderers

Studios
Dallas-Ft. Worth

KRLD

The TIMES HERALD *Station*

★ CBS ★

KRLD-TV
Now Under Construction

BMB DAY *692,670*
NIGHT *842, 560*

The Branham Company
Exclusive Representatives

50,000 WATTS
DAY & NIGHT

XUM

WIP

Produces!

Example #16

WE QUOTE WITH PRIDE—
"This is the first year that we have been able to meet the demands of all the farmers who called on us. Approximately 1,600 persons reported for work who had heard the announcement on WIP."
PENNSYLVANIA STATE
EMPLOYMENT SERVICE—
United States Employment
Service

WIP

Philadelphia Basic Mutual

•

Represented Nationally by

EDWARD PETRY & CO.

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and
Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

IN THIS ISSUE . . .

McFarland Bill Reported to Senate 23
Hard Liquor Ads Radio Return Seen 23
Negligible Sales Drop in Network Gross 25
Evening Time 17% Less Sponsored 25
Howard Resigns from NAB 26
Webster Starts New Term at FCC 26
Radio's Power Weighed by Baking Co. 27
Unions Seek Facts in Blacklist Issue 28
CBS Fall Promotion To Preview Aug 1 28
BAB Defers Comment on Mail Order Network.. 29
Radio, TV Use of Press Up 39
Industry Studies Allocation Proposals 42
AT&T Releases Coaxial Schedule 42
McCagg Models Used for TV Commercials 45
Sports: The WLWT Touch 46
N. Y. Film Strike Threat Looms 50
Marine Bank TV Series Builds Good Will 52

DEPARTMENTS

Agencies 11
Allied Arts 79
Commercial 70
Editorial 34
FCC Actions 80
Feature of Week 10
Film Report 64
Management 67
New Business 8
News 82
On All Accounts 10
Open Mike 18
Our Respects to 34
Production 71
Programs 75
Promotion 73
Radiorama 19
Telestatus 62
Upcoming 38

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Mary Ginn, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Grace Hargrove, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy: Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Elaine Cahn; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza 5-8355*
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CEntral 6-4115*
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28.
HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

Concentrated *Personalized*
SELLING

***BUILDS CONFIDENCE!**

BUILDS SALES!

HOLDS LISTENERS FOR . . .

KXEL

THE STATION THAT HAS CHANGED LISTENING HABITS *In* IOWA

KXEL makes more personal contacts throughout Northeast Iowa—radius 110 miles from transmitter—than any other Iowa station. The boss and all the crew are out in the field "*hittin' the ball.*" Proof of KXEL's unmatched acceptance and selling power is in the 458 new accounts—just signed within a four weeks period. These merchants appreciate KXEL personalized service—know their advertising dollar will produce selling results when they use the facilities of Iowa's most powerful ABC outlet.

If you represent a national advertiser see your Avery-Knodel representative. Call him now or contact KXEL.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

ABC Outlet for Waterloo, Cedar Rapids and all Northeast Iowa

JACK BENNY
RED SKELTON
BING CROSBY
BURNS 'N' ALLEN
HORACE HEIDT
AMOS 'N' ANDY
EDGAR BERGEN AND CHARLIE McCARTHY
GROUCHO MARX

Going... GOING!

TO THE MAN WHO WANTS TO REACH THE GREATEST AUDIENCE IN THE RICH CENTRAL NEW YORK MARKET

...and they'll be GONE IF YOU DON'T ACT FAST!

This Fall, CBS presents, over WFBL, the greatest line-up of top-talent shows ever offered by any network. The newcomers shown above are just a part of this great listener-building schedule. If you have spots before your eyes, make sure they're WFBL spots . . . spots that are highest in Hooperatings and sales results. So get your order in early before the many choice spots — day and night — are all gone.

We'll be glad to show you the list of availabilities. Just Call

FREE & PETERS, INC.

Exclusive National Representatives

WFBL

BASIC SINCE 1927

IN SYRACUSE . . . THE NO. 1 STATION WITH THE TOP SHARE OF AUDIENCE MORNING, AFTERNOON OR EVENING

New Business

GLAZE-ALL Corp., Chicago (automotive polishes), names Deuss-Gordon, same city, as agency. Firm plans to use spot radio in about 12 Midwest markets, with more as distribution increases. Schedule will start in near future. **Marvin Gordon**, vice president, is account executive.

CLAWSON Protective Coatings Co., Los Angeles, starts series of eight weekly 10-minute newsreels KTLA (TV) Los Angeles. Agency: Allied Adv., same city.

HOME PRODUCTS INTERNATIONAL, wholly-owned subsidiary of **American Home Products Corp.**, New York, names Foote, Cone & Belding International to handle Boyle-Midway and foods division in Latin America. Products of Home Products Int. include Clapps Baby Foods, 3-In-1 Oil and Black Flag insecticides.

EISEN-HART Co., Los Angeles (creative home builder), starts half-hour weekly *My Home* on KFI-TV Los Angeles for 6 weeks. Account placed direct.

WYLER & Co., Chicago (bulletin cubes, package soups, dehydrated vegetables), names Earle Ludgin & Co., same city, to handle its advertising. Media plans expected to be completed within two weeks, according to Account Executive **Joseph H. Caro.**

GENERAL FOODS Co., New York (Maxwell House coffee), will sponsor *Mama* on WGN-TV Chicago for 52 weeks from Aug. 5 on Friday, 7 to 7:30 p.m. (CDT). Agency: Benton & Bowles, New York.

SPARKLETTS Drinking Water Corp., Los Angeles (distilled water), start 1 week spot campaign on five Los Angeles area stations. Spots to run five days weekly, totalling 20 a week each on KECA and KFVD; 30 a week on KFW and KIEV Glendale; 10 on KMPC. Agency: Robert F. Dennis Inc., Los Angeles.

WALKER MOTORS, Detroit Hudson dealer, contracts with WXYZ-TV (ABC) Detroit to sponsor Wednesday night wrestling matches from Chicago's Rain Arena starting July 20. Agency: Clark & Rickerd, Detroit.

REGULAR CARD RATES

KOMO Questionnaire Deters Time Chiselers

TO INTERCEPT time-chiselers, and also to help secure for radio its rightful share of the advertising promotion dollar, KOMO Seattle has devised a questionnaire which is presented to all persons and organizations requesting time "in the public interest."

There is no attempt to curtail the allocation of free time on KOMO for enterprises engaged in legitimate public service projects, according to Richard E. Green, KOMO manager of national sales and sales service. Such efforts as the fund-raising campaigns of the Community Chest and Red Cross, safety-education messages of the Safety Council, and all other general non-profit community activities, will continue to receive time in accordance with the station's policy of furthering community welfare, he explained. Rather, the questionnaire is designed to spot those organizations which use paid space in other media but expect radio coverage to be free.

Procedure is to ask each organization requesting free time to fill out the one-page questionnaire before any time is allocated or program format discussed. In the few weeks the new plan has been in effect, the use of the questionnaire has not brought the station any new revenue in the form of commercial time sales, but it has disclosed that several requests for free time were not valid by KOMO standards, in that the organizations involved were planning to spend their limited promotion budgets on newspaper, outdoor or car card advertising.

In the long run, the chief advantage is expected to be that the pressure on the station for "public interest" time will be reduced, thereby enabling KOMO to do a useful job for those groups which merit free time. Another objective is to gain increased recognition for radio as a paid advertising medium.

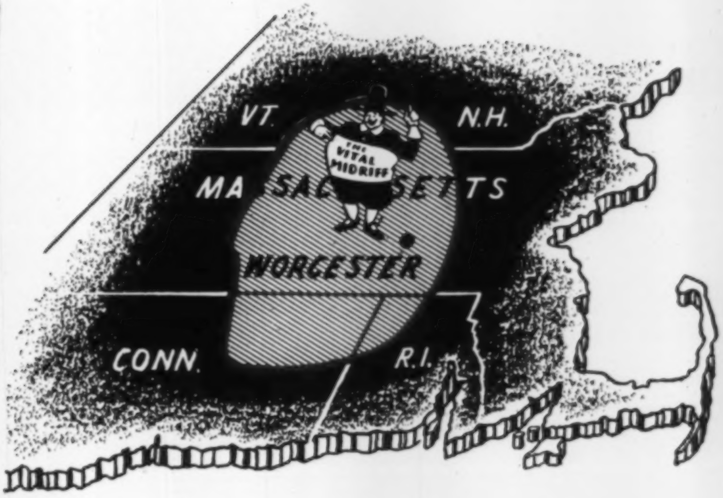
Idea originated with KOMO's George Dean, public relations representative, and Ray Baker, commercial manager. Copies of the questionnaire have been made available to other Seattle stations.

Headed "Application for Public Interest Programs," the questionnaire asks the name of the apply

(Continued on page 72)

Dominates WORCESTER

3rd Largest Market in New England


VT.
N.H.
MASSACHUSETTS
THE VITAL MIDRIFF
WORCESTER
CONN.
R.I.

3rd
In Population
3rd
In Families
4th
In Net Effective Buying Income

With a city population of 209,000, third largest in New England, retail stores in Industrial Worcester in 1948 profited from a total effective buying income of $311,587,000. Earnings of Worcester's 57,600 families showed a per family gain of $105 over 1947 — topped the national average by approximately $900 per family — and exceeded the New England average by $500.

Get your share of total retail sales in Central New England, a major, ever-active, and prosperous market, by teaming with WTAG — the vital link to a predominantly one station audience. WTAG has more listeners than all other Worcester stations combined.

Source: All figures Copyright 1949, Sales Management Survey of Buying Power; further reproduction not licensed.

WTAG WORCESTER
580 KC 5000 Watts

WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram & Gazette.

THESE
**5 Stations
Build Sales
for You . . .**

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT
**MEEKER
ASSOCIATES**
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

A SINCERE interest in helping a needy family, plus an unexpected turn of events and good showmanship recently garnered a great deal of local and national publicity for WDSU New Orleans. The idea also led to one of the most heart rending, spontaneous interviews ever recorded on wire.

Mr. Bruce and Mrs. Boudreaux during the dramatic interview.

* * *

It all began when WDSU, in cooperation with a furniture merchant and apartment house, launched its Tenant Wanted project. Designed as a mail pull, the program offered a rent-free "Dream" apartment and $1,800 worth of new furniture to a worthy family that needed a home.

The contest was conducted by Dick Bruce on his record show. Judging was based on the premise that the winners would be given a real lift by the award.

Hundreds of letters poured into the WDSU mail desk and after screening and investigation, the judges selected the young parents of a blue baby who must be operated on by a Johns Hopkins specialist within 10 months to live. The baby's father is employed in G. I. on-the-job account training.

After paying their rent, the little family had only $90 a month for all living expenses including necessary medical care for the child.

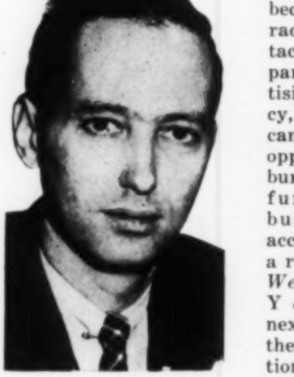
The unexpected came when the

(Continued on page 70)

On All Accounts

WHEN Robert D. Wolfe first decided he'd like to break into Hollywood in 1934, he was given three major bits of advice: (1) Stay away from Hollywood; (2) write a best seller; (3) go to Hollywood, throw a big party inviting all the "important" people and let them force you to accept a contract.

Bob did none of these, and now is happily ensconced in the comfortable Hollywood offices of Kenyon & Eckhart Inc. in charge of radio and television on the Pacific Coast, and manager of the Hollywood office.



BOB

The 36-year old Bob has always liked show business. Manhattan-born, as a youngster he was a stage door johnny, and a seeker of autographs—the type of individual at which he shudders so much now. While attending Brown U., he was a member of a Providence, R. I., theatre group. Following graduation in 1934, he decided he wanted to get into the production end of the movie industry. He made the Paramount Studios in Astoria, L. I., his main target. An unsuccessful stand outside the studios during that summer finally resulted in an addition to B. Altman's import staff. Bob spent the next nine months in the department store translating letters in "everything from French to Hindustani."

His next job was on the research staff of the *Literary Digest*. Before long he attained the position of art and layout editor. While still with the *Digest* Bob wrote freelance articles for the General Foods house organ.

In 1936 Bob left to join General Foods as "editor and staff" of its house organ. It was there that he first became interested in radio, through contact with the company's radio advertising, and its agency, Young & Rubicam. In 1938 an opportunity came to bury his nose still further into the business when he accepted the offer of a researching job on *We, the People* with Y & R. During his next four years with the agency, in addition to digging up the People, he helped write that show and *Hobby Lobby*. In addition, he did freelance writing for *Counterspy* and *Gangbusters*. Writing a five weekly series for the Metropolitan Life Insurance Co., exposing insurance rackets, further served to keep him in training.

In 1941, deciding that there

(Continued on page 74)

In
DENVER,
wise
advertisers
concentrate on
KFEL
. . . nationally
represented for
13 years by

**JOHN
BLAIR
& COMPANY**

Offices in Chicago • New York •
St. Louis • Los Angeles • San Fran

**FIRST . . .
WHERE THERE'S
MOST!**

**WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI**

Construction contract awards in Mississippi reached their highest peak for the year in May 1949. The value of contracts reported for this month were equal to 259% of the average month for 1939-40. To keep your Southern selling at a record peak look to WJDX and WJDX-FM in Jackson, Miss.

**5000 - DAY
1000 - NIGHT**

19 YEARS' LEADERSHIP

Represented Nationally
by the
George P. Hollingbery Co.

Agencies

JOHN S. DAVIDSON, vice president of Fletcher D. Richards Inc., New York, named director of television and radio department. **TOM HICKS** appointed program director of department. **GEORGE PAMENTAL** continues as timebuyer, under direction of **E. A. ELLIOTT**, vice president in charge of media. Mr. Davidson succeeds **KEN YOUNG**, who has moved up to assistant to executive committee on special assignment.

BOB BRENNER, freelance TV producer and director recently with ABC *Quizzing the News*, appointed TV and radio director at A. W. Lewin Adv., New York.

ALLAN A. MARSH Jr., formerly with sales department of Pillsbury Mills Inc., joins Cole & Werner Adv., Omaha, Neb., as vice president, account executive and merchandising manager. Firm changes name to **Cole, Marsh & Assoc. DOUGLAS G. ARNER**, formerly assistant advertising manager of Wincharger Inc., joins agency as production manager and space buyer. **RICHARD COLE** is president.

BINNEY HARRIS, assistant to vice president in charge of radio and television, has been promoted to supervisor of radio and television production of Doherty, Clifford & Shenfield, New York.

P. M. HUTCHINS, director of advertising and promotion for Jones & Brown Inc., New York, resigns to join executive staff of W. Earl Bothwell Inc., New York, Aug. 1.

CARL D. HALBAK, formerly with Vick Chemical Co., joins copy staff of BBDO, New York.

HAROLD PRINCE, former account executive with G. M. Basford Co., New York, joins Fred Wittner Adv., New York.

VINCENT J. VIGLIANO, formerly with Sawdon Adv. Co., joins copy staff of Morton Freund Adv., New York.

M. GLEN MILLER, owner of M. Glen Miller Adv., Chicago, elected president of Executives Club of Chicago.

JAMES J. DELANEY, formerly with McCann-Erickson, New York, elected vice president of Morey, Humm & Johnstone Inc., New York.

FELIX M. SUTTON, former copy director and vice president of Kastor, Farrel, Chesley & Clifford, New York, rejoins Geyer, Newell & Ganger as group copy director. **THEODORE F. GOODCHILD**, formerly account executive with William B. Remington Agency in Springfield, Mass., named assistant account executive at GN&G.

THIRD Spot Broadcast Clinic held in New York recently by National Assn. of Radio Station Representatives Inc. brought out members of spot representative firms and leading advertisers. Attending were (l to r): Jerry C. Lyon, sales manager, Weed & Co., spot representative; Albert R. Stevens, sales and advertising director, National Dairy Products Corp.; Ralph C. Robertson, Colgate & Co., and David Simmons, John Blair & Co., spot representative. Mr. Stevens, who becomes advertising manager of American Tobacco Co. on Aug. 15, and Mr. Robertson were guests of the clinic.

FOR QUIET PERFORMANCE

PRESTO IS YOUR DISC

When you pride yourself on mechanical and electrical equipment that holds noise better than 50 db below your program level, but still get noisy reproduction . . .

DON'T BE MYSTIFIED . . .

Switch to Presto Discs

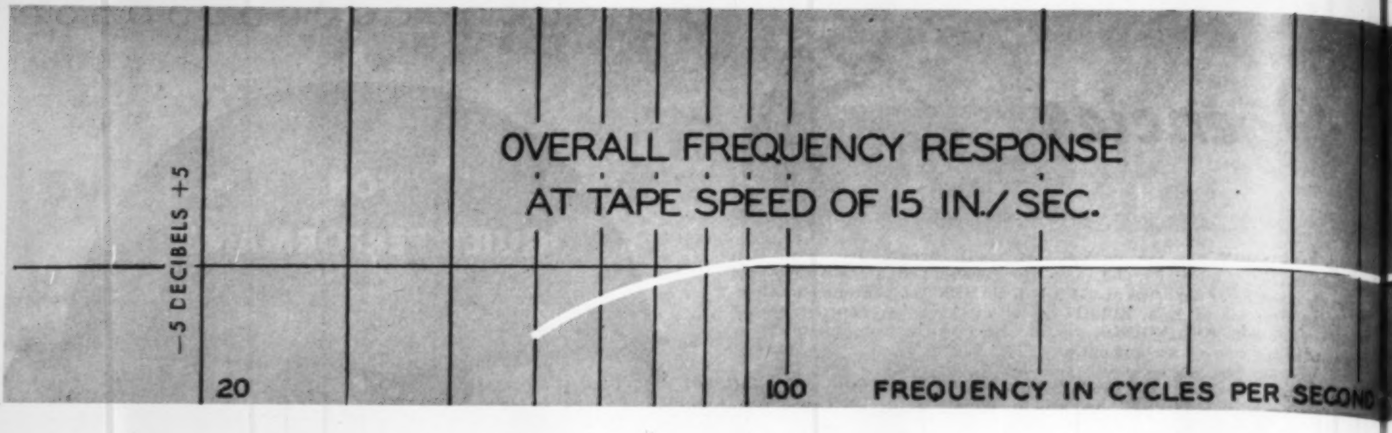
Surface noise on Green Label discs is 60 db below program level.

PRESTO

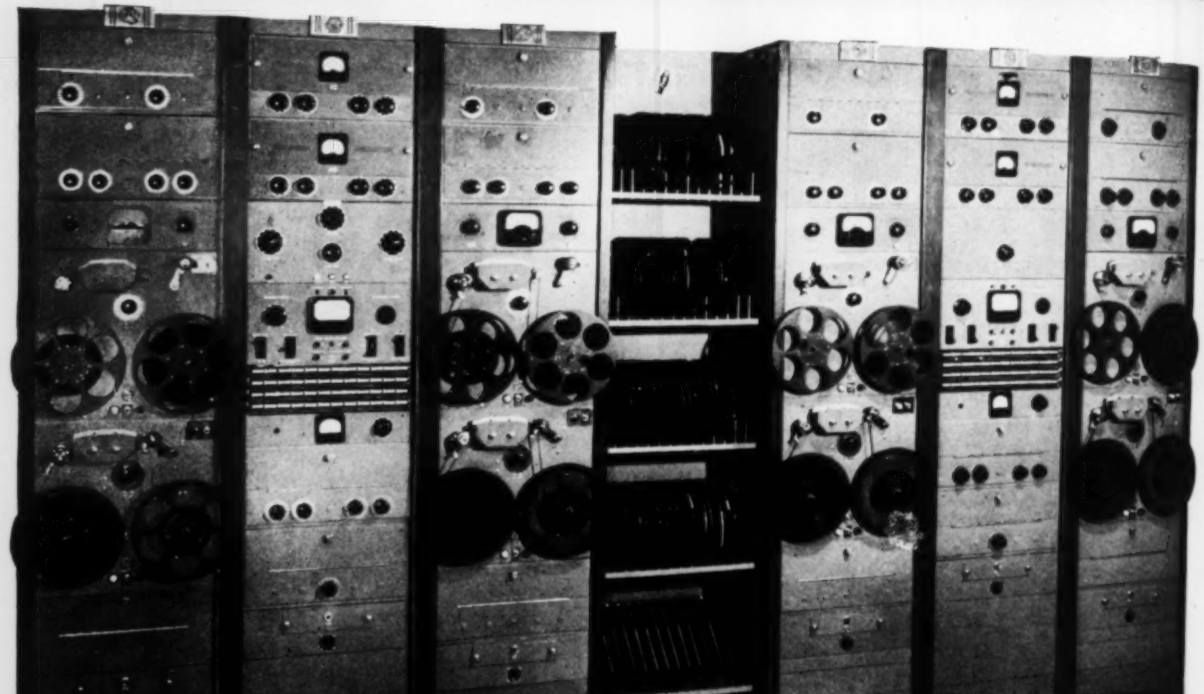
RECORDING CORPORATION

PARAMUS, NEW JERSEY
Mailing Address:
P. O. Box 500, Hackensack, N. J.
In Canada: Walter P. Downs, Ltd.,
Dominion Sq. Bldg., Montreal

World's Largest Manufacturer of Instantaneous Sound Recording Equipment and Discs



3 RCA PROFESSIONAL



Rack-mounted RCA Tape Recorders in action at NBC, Chicago

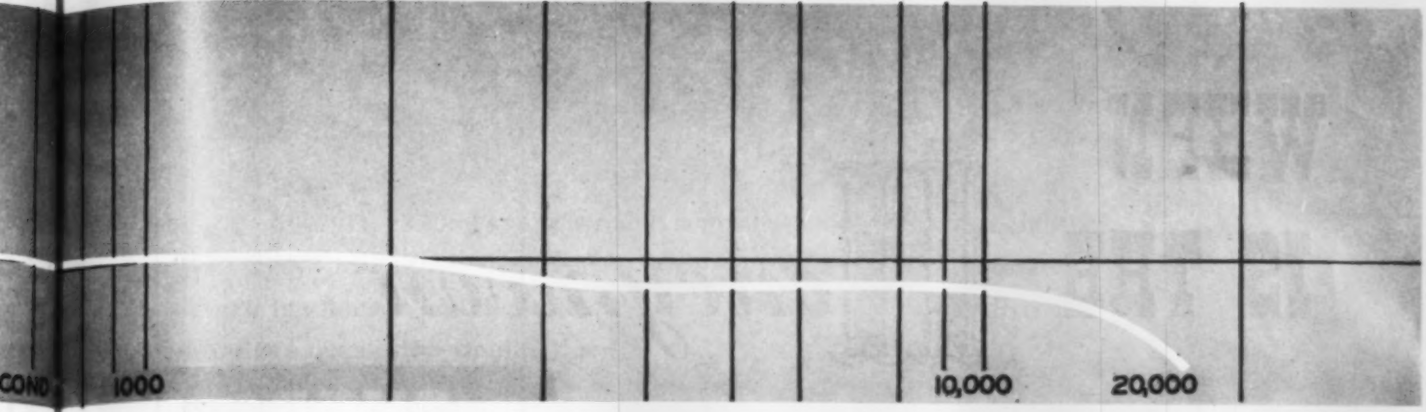
Rack-mounted RCA Tape Recorders (Type RT-5) are well-suited for control rooms and recording laboratories—lend themselves well to system layouts where more elaborate recording jobs are required. You load the tape and cue at the rack. You start the recorder by a switch at the control desk.

FREE—new booklet about RCA's revolutionary new Tape Recorder. Curves, illustrations—complete descriptions of recorder set-ups. Write Dept. 19-GD, RCA Engineering Products, Camden, New Jersey.

DESK-MOUNTED—

Type RT-4A

The RCA Tape Recorder desk-type console. Record and amplifier are "built-i for maximum operating co venience. Plenty of desk-to space. Extra room below fo additional amplifiers. A han some and thoroughly depe able control-room recorde install beside your studio c solette or turntables.



L TAPE RECORDERS!

Three of the finest heavy-duty tape recorders in broadcasting—at prices under any comparable type in the high-fidelity class!

Taking only three or four seconds to thread . . . and requiring no complex over-and-under threading or "doubling back" of the tape . . . RCA recorders are so simple to operate that anybody can run one. Vertical reel-mounting makes them easy to handle without bending or leaning over the instrument. Sturdy, two-sided reels reduce danger from unreeling the tape or snarling. There is only one driving motor—and only one 3-unit head, that plugs in and out without need for tools.

At the flip of a switch, you can run off high-fidelity recording or playback for 33 minutes—with response at 15 kc. Or 66 minutes of it with response at 7.5 kc, whichever you choose. Frequency compensation is automatic for either tape speed position. Tape tension is held so carefully that front-panel "speed-change" switching from *fast-forward* to *fast-reverse* is done instantly . . . without damage to the tape. Feather-weight tape tension also insures playback timing to ±0.2 per cent at both speeds (you can edit recordings precisely—with minimum tape stretch). Automatic tape "lift-off" eliminates head wear during rewinds. A separate recording and playback amplifier *enables you to monitor the tape and record programs simultaneously*—your assurance that important programs are actually on the tape.

Designed by men who live with the business, these RCA units meet the needs for a foolproof instrument capable of recording true-to-life shows in the field and in the control room. Frequency response is essentially flat from 30 to 15,000 cps—at a tape speed of 15 inches per second. Signal-to-noise ratio is 55 db on the console and rack models—and 50 db on the portable model. "Wow" and flutter is less than 0.2 per cent at 15 inches per second—and less than 0.3 per cent at 7½ inches per second. With the standard VU meter (large-size) you can read recording and output levels, plate currents, bias, and erase voltages —*directly*.

More than a hundred of the new RCA Professional Tape Recorders are already in commercial service. Ask any network, independent station, or transcription studio how they like them. Your RCA Broadcast Sales Engineer has the facts. Call him. Or write Dept. 19-GD, RCA Engineering Products, Camden, N. J.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

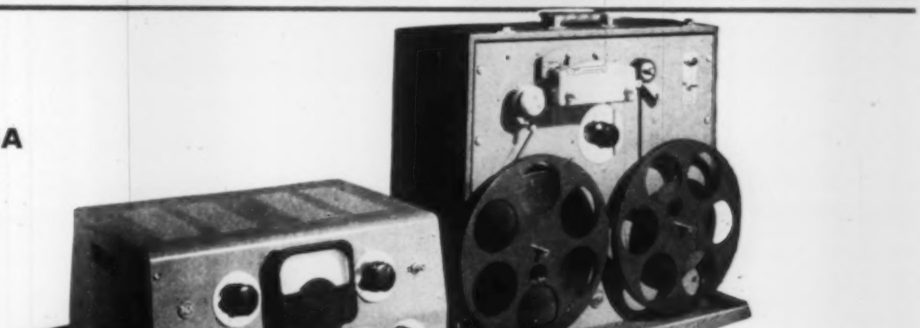
In Canada: RCA VICTOR Company Limited, Montreal

D—

ecorde
. Record
"buil
rating c
f desk
below
rs. A ha
ly depe
recorde
studio
s.

PORTABLE—Type RT-3A

The ideal recorder for high-quality "remotes," studios, or control rooms. The recorder is carried in one case. The amplifier is carried in another case. Amplifier input is arranged for standard microphone (cannon receptacle provided), or bridging of 600-ohm line (terminals). Playback amplifier is designed to feed standard 600-ohm lines and headphone jack.



XUM

WHEN IS THE Honeymoon OVER..?

by Nat Denman

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES

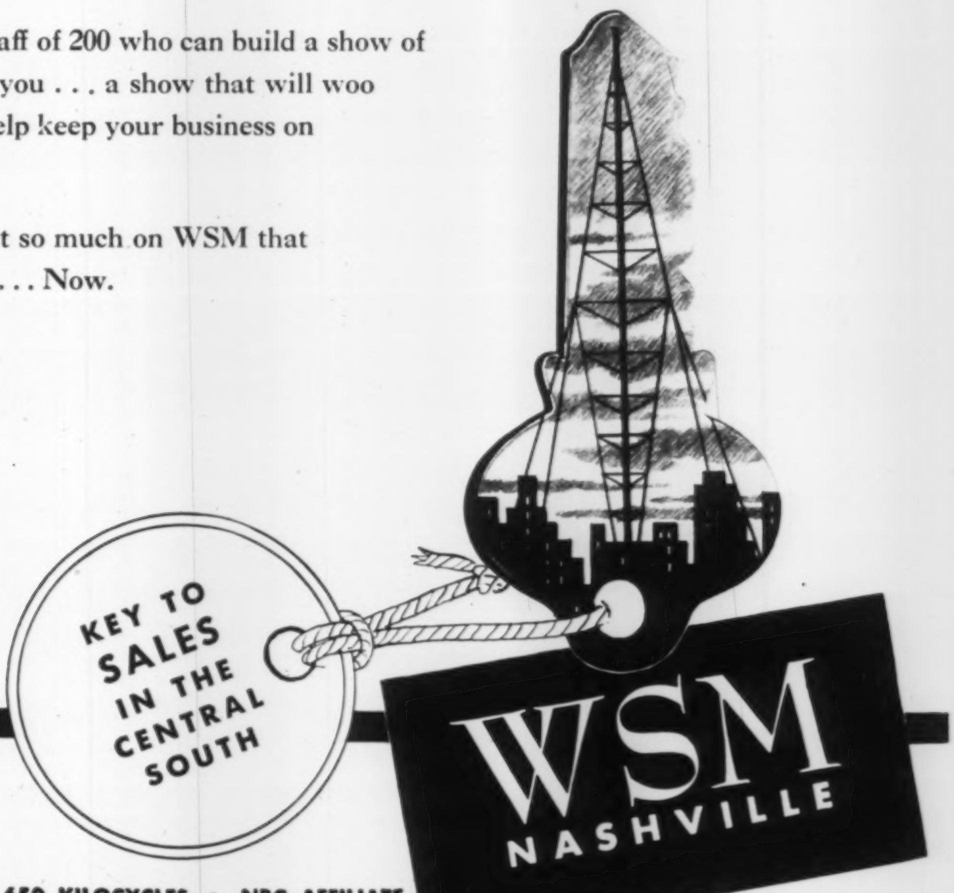
NOT as long as the wooing continues. Keep that love-light in your eyes, mister, whether dealing with your wife or your customers! You'll live longer and do better. Here at WSM we love our listeners —and we never stop wooing them.

The WSM market of millions is a real American cross-section. It ranges from the truly rural to the most sophisticated urban home. The umbrella of our 50,000 watt, clear-channel signal covers the Central South.

Under this umbrella thousands of merchants know WSM moves goods; millions of consumers believe implicitly what they hear over 650 on their dials. When goods are pushed on WSM these people go into action.

WSM maintains a staff of 200 who can build a show of network quality for you . . . a show that will woo these millions, and help keep your business on the upward path.

It costs so little to get so much on WSM that we ask you to try it . . . Now.


KEY TO SALES IN THE CENTRAL SOUTH
WSM
NASHVILLE

50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

How Buyers' Market Can Mean Business for Broadcasting

By LEONARD ERIKSON
VICE PRESIDENT & RADIO DIRECTOR
KENYON & ECKHARDT Inc.

No. 4

. . . The Agency Man

THE SAME PEOPLE who talked down television less than two years ago are now experting the complete collapse of radio. Probably never in history has a major medium taken the hard knocks of the cynics and insiders in such a concentrated fashion. And never in history has a medium as healthy as radio been condemned on the grounds of suddenly becoming obsolete.

Our problems today at the agency level are many and varied. Every advertising dollar has to work twice as hard today as last year or the year before. Generalities from stations and networks, plus blithe promises, are no longer assayed as anything but "fool's gold." Right now, when buying spots or network programs, the question is, "How soon can it deliver?"

Stations have recognized the new tough tone from agencies and advertisers. Many of them are adjusting to post-war realities for the first time. Others are slow to realize the hard facts of business life.

It is not so strange that many stations (as well as many people in other lines of commerce) have forgotten that the war and post war period is not the standard of business prosperity or practice. Prior to the war, stations were out slugging for all the business they could get—and most of them were delighted when the black ink showed up after a hard year. Nowadays, black ink is taken for granted. That condition will soon change for many operators.

Specifically, what is happening to agency-station relationships?

First of all, I believe co-operation between the two has improved. Both have a job to do and both need each other to make that job a successful operation.

Secondly, time buyers are asking, and getting, more services from the stations. Thirdly stations are offering more services without prompting.

Surest sign of the times is the way availabilities are opening all over the dial. New York, for instance, which is one of the toughest cities in the country for spot radio time, has eased considerably in the past six months. It is not difficult at the present time to line up a good spot program nationally. We could not say the same for any period since the war.

Another indication of the trend is the attitude of stations toward easier cancellations. Many stations are now offering one week cancellations on regular program series. This flexibility enables an advertiser to shift his selling approach when necessary, without loss of time and money.

Recently, an executive of a regional station group admitted unofficially that his organization was finished with rate raises. As a matter of fact, he predicted rate decreases in the not too distant future. Adjustment of rates is something all agencies are watching for with a great deal of interest. If television cuts deeply into radio listening, that audience difference should reflect itself in rate cards.

Merchandising is another facet of agency-station relationship which has been spotlighted in the past months. Stations which were free of merchandising ideas in the past are now coming to us with brochure after brochure of promotion suggestions. Stations which were known as good merchandising outlets have stepped up their activity.

What does the new look mean?

Simply that selling is back again. In order to survive in a fiercely competitive business, stations are going to have to produce and produce, and produce.

The ones that do can stop worrying about television.

LEONARD F. ERIKSON started in radio in 1930 as western sales manager for CBS with headquarters in Chicago. After moving to New York as general sales manager for the network, he joined BBDO where he became manager of the radio department and account executive on U. S. Steel. His experience with the latter's *Theatre Guild* program stood him in good stead when he was asked to become head of Kenyon & Eckhardt's radio and television department, as his work there involved guiding *The Ford Theatre,* hour of radio drama, on its first nighttime season and launching *The Ford Television Theatre.*

Mr. ERIKSON

What is Agency-Station Relationship?

IN 1949 ....

1. CO-OPERATION IMPROVED

2. TIME BUYERS ASKING MORE SERVICES

3. STATIONS VOLUNTEER MORE SERVICES

FM STORECASTS

For 1,000 Chicago Markets

CONSUMERS AID, Chicago store broadcasting service, plans to install FM sets in more than 1,000 Chicago-area super markets, newly-appointed Director Myron S. Lewis has announced. The firm now services the entire 153-store Jewel food chain and several independents via WMOR (FM) Chicago.

Mr. Lewis, former advertising consultant for Stenographic Machines Inc., Chicago, is launching a promotion campaign to equip the markets—an estimated 20% of those in the area—with music and shopping information transmitted by WMOR.

Consumers Aid has revised contract conditions so that sponsors will have "a more flexible arrangement to fit special promotions," Mr. Lewis said. Seasonal short-term contracts for special promotions will be encouraged, he added.

Whether you sell . . .

Crackers, cookies, cakes, cobblers, candy . . . cradles 'n' cribs for cuddly chubby cherubs . . . carrying carts for country club caddies . . . crimson corduroy cardigans for campus crooners . . . coquettish cotton clothing for curvaceous cuties . . . coops for cackling chickens and cheeping chicks.

Cigarettes . . . caloric cereals for chattering children . . . cosmetic camouflage and cologne for calculating coeds . . . corsets for corpulent contortionists . . . colorful costumes for conga caperers . . . canvas canopies for cane carpeted cabanas . . . caffeinless coffee for calming campaigning capitol candidates.

Cuban cigars . . . classics for cultured coupon clippers . . . cushion chairs and couches . . . co-op cottages for cooing couples . . . congenial cruises on cozy crafts . . . calculators for correcting confused cashiers . . . correspondence calesthenic courses . . . better buy radio . . . better buy WGN!

Yes, Radio Sells . . . **that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers . . . and now at a lower cost than ever before. WGN delivered 1,000 homes in 1948 for only 88 cents as compared with $1.11 in 1946.* That's a value you can't afford to overlook . . . that's why we say—to get the most out of your advertising dollar . . . Better Buy Radio . . . and for your BEST BUY . . .** ***Better Buy*** **WGN!**

*Nielsen Radio Index

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Spot Finder Praised

EDITOR, BROADCASTING:

We have noted with interest the form of the Spot Rate Finder which you intend to publish in your annual Marketbook.

We are sure that this will be a valuable service to the advertising profession, and congratulate you on your enterprise in preparing the material.

It will be followed shortly by our own spot rate manual, which will include comprehensive tables for estimating the cost of spot campaigns, by individual markets, by groups of markets, geographical areas, etc.

With the growth of the spot business, and the great interest advertisers are showing in the use of spot radio to solve current marketing problems, all of these efforts are going to contribute substantially to the improvement of both our business and general business.

T. F. Flanagan
Managing Director
Natl. Assn. of Radio
Station Representatives
New York

* * *

Goodman Packages

EDITOR, BROADCASTING:

In the July 18 issue, under the heading, "New Business," there is an article about Dolcin sponsoring a number of shows on the Don Lee Network. Two of the programs listed are our packages and were sold directly by us to Victor Van der Linde Agency, Dolcin's agents. . . .

It isn't often that a transcription packager has six (6) quarter-hour shows a week running on a large network. Such will be the case this fall when Dolcin renews *Your Gospel Singer* for another year on a three-a-week basis and begins *Rendezvous With David Ross* on a three-a-week basis, commencing the week of September 20th.

The latter show was purchased for the network because of the success it enjoyed for Dolcin in New York (WOR, twice weekly) and in Toronto (CFRB, four times weekly). It is contemplated that Mr. Ross will do the commercials for Dolcin on the network.

Everett F. Goodman
Vice President
Harry S. Goodman Radio
Productions
New York

* * *

British Do Buy

EDITOR, BROADCASTING:

It is always grand to have news of Radio Luxembourg in the industry's leading publication. But may I have a little space in which t correct a question of fact, as reported in your July 11 interview with Mr. Alan Whitworth of the ISBA?

Mr. Whitworth foresees little time-buying by British advertisers. In fact, three weeks after w agreed to accept sterling, all peak time was booked. Among leading British national advertisers having 52 week contracts from June-July 1949 are Cadbury and Rowntree—top candy makers—Horlick's, Thomas Hedly (Procter & Gamble), Colgate, Personna. The programs feature such top British stars as Gracie Fields, Noel Coward, Sandy MacPherson, San Costa, Carol Gibbons, Jack Jackson and the top musical combinations of the nation.

The British Government's present attitude toward Radio Luxembourg can be best expressed in the words of Sir Hartley Shawcross, Attorney General, to be found i *Hansard* and quoted from the London *Times* of Nov. 19, 1948, detailed reference attached: "I liste to Radio Luxembourg regular and intend to go on doing so. . . Moreover, Ernest Bevin, Foreig Secretary, so far "disapproves" Radio Luxembourg as to hav made a broadcast in June on ou *United Europe* series. . . .

Guy Bolam
Exclusive Representative
U.S.A.
Radio Luxembourg
New York

* * *

Keeps Up With Industry

EDITOR, BROADCASTING:

For the more than a year I was out of the broadcasting industry I continued my subscription t your magazine.

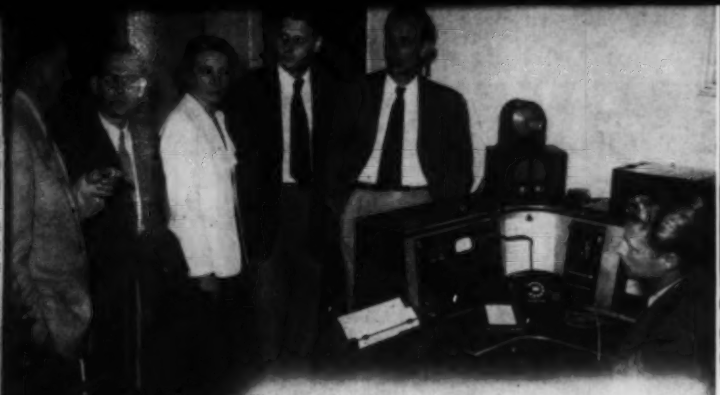
Now that I have returned to the industry after such a protracted absence, I find that the keeping-abreast of broadcasting activities made possible by BROADCASTING is invaluable. It would have been impossible without it, and you have my very sincere appreciation and thanks.

Martin Deane Wickett
Director of Operations
KXOA Sacramento, Calif.

We're BIG

Within a radius of 50 miles from WBIG's 5,000 watt transmitter live over 1,075,000 people who spend over $500,000,000 annually in retail sales. WBIG has been serving this area faithfully for 23 years.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
gilbert m. hutchison,
general manager
represented by hollingbery



Radiorama

HOST, G. Emerson Markham (l), stations manager, WGY WRGB (TV) Schenectady, explains WGY's control room to visiting German broadcasters (l to r) Oswald Hirschfeld, Klara Schimmel, Walter Kroepelin and Hans-Joachim Leschke. Seated at right is Joseph Gagne, control operator at WGY.

COMPLETELY calm is Steve Allen (center), m. c. of new KNBH (TV) Los Angeles show *Country Store*, as he meets Paul Lee (l), sales manager of Budget Pack, program sponsor, and Herb R. Beaven, vice president, Brisacher, Wheeler & Staff.

TO EACH his own way, says Zeke Manners (r), ABC star, as he compiles figures on an abacus to compare with those computed on a slide rule by Bob Buckley, business manager in charge of radio-TV at Benton & Bowles.

NEWCOMER to KLZ Denver advertising roster, Jack McMurtry (l), president, McMurtry Mfg. Co., Denver, discusses his KLZ schedule with Hugh B. Terry (standing), vice president and general manager of KLZ, and Jack Tipton, station account executive.

COMPARING the old 20-inch cathode-ray tube (l) with the new short-necked metal 19-inch DuMont television tube introduced last Monday is Dr. Allen B. DuMont, president, Allen B. DuMont Labs Inc. New tube has been incorporated in DuMont's "Bradford" console.

THE BOSS must have told a good joke as Fred Nahas (l), executive vice president of KXYZ Houston, enjoys a hearty laugh and millionaire oilman, Glen McCarthy, KXYZ owner, a pleasant smile, during broadcast from McCarthy Chemical Co.

PLANS for a new CBS-TV series are discussed by CBS President Frank Stanton (l) and Comic Ed Wynn, who has signed an exclusive CBS television contract. Series featuring Mr. Wynn will start on the CBS-TV network next fall.

OPENING night of the Central City-U. of Denver summer opera festival was covered by KFEL Denver. Pausing for a cigarette between acts are Frank Bishop (l) KFEL general manager, and Dale Morgan, program director.

IT'S TIME OUT for pleasure as this group gathers for a dinner meeting at Chicago's Drake Hotel as guests of Lang-Worth Feature Programs Inc., New York. Held during NAB Program Clinic, cocktail party and dinner attracted 50 program directors from all corners of the country. Following the dinner, C. O. (Cy) Langlois, Lang-Worth president, emceed a round table discussion on various phases of the music-transcription field. Lang-Worth hosts were Mr. Langlois; Johnny Langlois, secretary; Pierre Weis, vice president in charge of sales, and Doris Kaye, program director.

PLAQUE in recognition of cooperation by WCOP Boston with Radio Technicians Guild of New England is presented to Gene King (r), WCOP program director, by Albert C. W. Saunders, Guild president. Station has a reciprocal promotional arrangement with the Guild, comprising all radio repair stores in Metropolitan Boston.

Experts see new General

REVOLUTIONIZE

An Invitation to Television Management Officials, Broadcasters, Engineers:

You are cordially invited to visit the General Electric Television Test Laboratory at Electronics Park, Syracuse, N. Y. Watch expert test engineers pit competitive equipment against the G-E line day after day. These tests are objective, merciless, designed to give you the finest in station equipment. At the Park you will see the greatest Electronics Center in the world today —6000 people in a "university of industry"— with more than half of them working on television alone! For full information, phone or wire the G-E office nearest you. *Transmitter Division, General Electric Co., Electronics Park, Syracuse, N.Y.*

Another G-E First!
Performance-Engineered at Electronics Park

al Electric 16mm TV Projector

E PICTURE QUALITY!

BRINGS AMAZING G-E SYNCHRO-LITE PROJECTOR TO 16mm FIELD FOR FIRST TIME!

New Focusing Ease Acclaimed! New Split-Second Starts and Stops!
Improves Performance of Any Camera Channel!

Dramatic demonstrations witnessed by scores of television engineers and management officials from every part of the nation show why General Electric presents its new Synchro-Lite 16mm Projector as *the greatest step forward in Television film history!*

Direct comparison tests with competitive equipment in G.E.'s Television Test Laboratory and demonstrations at NAB point up the General Electric advantages overwhelmingly. With its pulsed "cold" light source (no rotating shutter), and split-second starting and stopping (no need to experiment on your audience; the Synchro-Lite Projector minimizes on-the-air adjustment), this new equipment is head and shoulders above anything in its field. Everywhere these tests have been made, the reports are always the same—*finest picture quality in the industry.*

Sound reproduction, too, is sharp and clear. A built-in variable equalizer assures constant and precise fidelity control.

In no other 16mm projector will you find so many advantages so important to television. *Remember—the quality of the picture you show your audience vitally affects your station's income.* You owe it to your investment to use the finest projection equipment available today. General Electric has it. Don't fail to see it. *The General Electric Synchro-Lite Projector will improve any present commercial camera channel.* And remember, of all the television film in use today, 95% is 16mm.

Point by point comparison shows overwhelming G-E advantages!

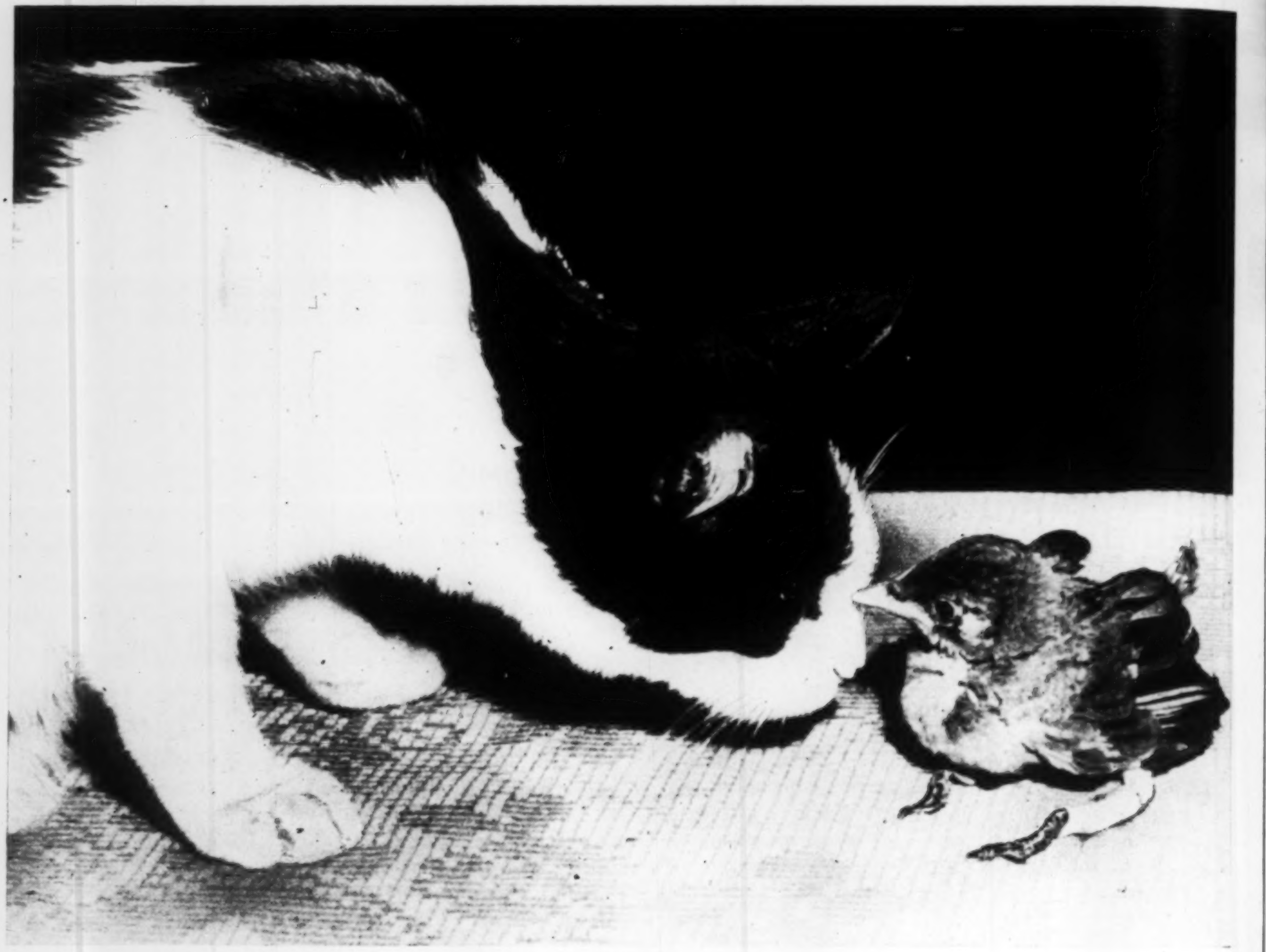
Light Source	G. E.	MANUFACTURER A	MANUFACTURER B
Full Brilliance Focusing on Stationary Film	Yes	No	No
Strip Film at Full Brilliance	Yes	No	No
Operating Temperature	Cold	Hot	Hot
Light Failure	Gradual—with warning	Instantaneous—no warning	Instantaneous—no warning
Average Life Expectancy	60 Hours	10 Hours	10 Hours
Power Input	400 Watts	1000 Watts	1000 Watts

Projector Mechanism	G. E.	MANUFACTURER A	MANUFACTURER B
Projection System	Shutterless	Shutter	Shutter
Mechanical Noise	Low	High	High
Stop Time (No Braking)	1 sec.	Over 15 sec.	Over 15 sec.
Braking Facilities	Not Needed	Needed	Needed
Ease of Film Threading	Good	Fair	Good
Rewind Facilities on Projector	Yes	No	No
Jump and Weave	Low	Medium	Low
Coated Lens	Yes	Yes	Yes
Ease of Optical Alignment	Excellent	Fair	Good
Mounting Base	Heavy Duty (Simplex)	Light Weight	Medium Weight
Motor Requirement	1/75th hp	1/10 hp	1/4 hp
Maximum Shaft Speed	1800 rpm	3600 rpm	3600 rpm
Accessibility	Excellent	Good	Excellent

You can put your confidence in—

GENERAL ELECTRIC

XUM



WATCH THE BIRDIE!

Most cats would make a quick meal off an injured bird. But this cat seems to sympathize with the little blue jay that broke both its legs.

We sympathize with advertisers who have a tough sales problem in the highly competitive market of Baltimore. And we've got the solution for them, too.

You just put your advertising message on W·I·T·H, the BIG independent with the BIG audience. W·I·T·H, you know, delivers more listeners-per-dollar than any other station in town.

That means you can accomplish BIG results from SMALL appropriations on W·I·T·H. So if you want low-cost results in Baltimore, call in your Headley-Reed man today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* **HEADLEY-REED**

BROADCASTING
TELECASTING

Vol. 37, No. 4 WASHINGTON, D. C., JULY 25, 1949 $7.00 A YEAR—25c A COPY

DEADLINES FOR FCC?

McFarland Bill Reported to Senate

By RUFUS CRATER

THE McFARLAND BILL to reorganize FCC procedures was reported to the Senate floor last Thursday with amendments including a "deadline" on Commission action on applications.

The measure (S-1973) as revised and approved by the Senate Interstate Commerce Committee would set a statutory "objective" of final FCC action on non-hearing applications within three months from date of filing, and on hearing cases within six months after completion of the hearing.

The Commission would be required to report "promptly" to Congress on each case in which it failed to meet the time limits, and to explain its delay.

The committee-approved version of the measure showed a number of changes from the original bill, reflecting a desire to eliminate all points of controversy in hope of enactment at this session of Congress. Whether that hope would be realized was a matter of speculation, but observers thought the chances were good.

Chief departures from the original version, introduced by Chairman E. W. McFarland (D-Ariz.) of the commerce committee's Communications Subcommittee and reworked largely under his direction following hearings and further conferences [BROADCASTING, June 20], included the following:

- The proposal to divide the Commission into two separate panels would be abandoned, but the plan to require reorganization of the staff along functional lines within 60 days would be retained with certain modifications in language.
- The number of assistant general counsels, assistant chief engineers, and assistant chief accountants would be cut in each case from three to two. This represents a departure from both the existing setup and the bill as originally proposed but is desirable and practicable, in the opinion of the committee—which said individual Commissioners also recommended it—in view of the provision of a $10,000-a-year legal assistant for each Commissioner.
- The anti-discrimination section of the earlier version, forbidding discrimination based on race, religious, political or business affiliation, was dropped—but only with the specific understanding that FCC is observing its principles, will continue to do so, and has no legal or constitutional authority not to do so. This was understood to represent a compromise within the committee whereby the proposal to limit FCC's authority in anti-trust cases was retained.
- The section establishing a 30-day waiting period in which protests might be filed against non-hearing grants was broadened to require that the protests be made under oath and that the Commission act on them within 15 days.
- The present law's requirement that action on renewals be governed by the same considerations that apply to original application would be dropped, as in the earlier version; but a clause would be added conditioning renewals upon a finding "that public interest, convenience, or necessity would be served thereby."
- The ban on "job jumping" by Commissioners, their assistants, the Secretary, chief accountant, general counsel, and chief engineer would be extended to the assistants of the chief accountant, general counsel, and chief engineer. Effective one year after passage of the bill, no Commissioner could resign and accept employment, during the term for which he was appointed, with anyone subject to FCC jurisdiction. The bureau heads and their assistants could not represent such persons before the Commission for one year after leaving the Commission.
- The proposed new cease-and-desist procedure would be expanded to make it usable against "any person" under FCC's jurisdiction, not just "station licensees."
- The permissive use of show-cause orders to institute revocation proceedings was spelled out.
- In renewal proceedings, the burden of proof would be upon the "appropriate division" of the Commission or upon whoever opposes renewal.

Other departures from present law but involving no substantial changes in the original McFarland Bill include an overhaul of appellate and hearing procedures; creation of a "buffer" staff between Commission and regular staff; raise in salaries from $10,000 a year to $15,000 for the Commissioners, from $10,330 to $12,000 for general counsel, chief engineer, and chief accountant, and from $9,706 to $10,000 for the Secretary; cut in salaries of Commissioners' secretaries from $5,482 to $4,000 (not applicable to present incumbents); creation of a radio fraud law comparable to the postal fraud statute.

The bill was reported out of committee by Sen. McFarland. As revised, the report said, it "has the unanimous approval of every broadcasting interest who testified, and the majority of its provisions are favored by the Commission itself."

Hope for passage at this session was stimulated by this effort to remove the last points of contention from what was designed as a non-policy, non-controversial measure in the first place, backed by 45 days of hearings on the general subject of Communications Act amendments during the last six years. The committee report termed it

(Continued on page 38)

HARD LIQUOR ADS

Radio Return Imminent

By ED JAMES

THREE NETWORKS last week were on the verge of selling time for liquor advertising, two of them intending to restrict it to their owned stations and the third, ABC, strongly considering its acceptance on a network basis.

The possible admission of liquor advertising on the networks or any of their owned stations would constitute a rescission of a historic ban and would doubtless provoke anguished cries from prohibitionist groups.

The networks were toying with the idea of letting down the bars at the urging of the giant Schenley Distillers Corp., New York, which is known to have hoped for a long time that radio would eventually accept its liquor advertising.

It was learned that Schenley, through its agency, the Biow Co., New York, had renewed its inquiry to the four major networks within the past few weeks. Tentative and qualified affirmatives were received from ABC, CBS and NBC.

A flat rejection was reportedly received from the Don Lee Network, and this attitude was said to have subsequently been adopted as policy of the Mutual network, of which Don Lee is an important part.

Pact Near Signing

At week's end, it was learned, there was a strong possibility that Schenley would close a deal with ABC for a weekly half-hour radio program. NBC, it said, had agreed to accept Schenley sponsorship of an as yet unselected program to be aired after midnight on its owned station, KNBC San Francisco. CBS was considering accepting the liquor commercials on Columbia-owned stations, although it had not definitely made up its mind.

One of the touchiest aspects under consideration by all the networks was the nature of the commercials which Schenley would use. An NBC spokesman said KNBC would insist that the commercials be of "public service" character. That was interpreted to mean that they would stress the importance of moderation. There would be no refusal of the injection of the brand name, Schenley Reserve, in the messages, however.

The other networks similarly were anxious to avoid hard-selling messages for hard liquor.

NBC stressed the fact that it was accepting the Schenley advertising on KNBC on an experimental basis. CBS said that if it decided to let Schenley in, it too would be with the understanding that the adventure was exploratory.

Officially ABC admitted it had been negotiating with the distillery, but that no agreements had been reached.

From other sources it was learned, however, that the ABC-Schenley negotiations had progressed to a stage of almost com-

(Continued on page 24)

STRANGE NAME

'Twas Just a Mistake

WHEN members of NAB received the first mailing of the newly-formed Broadcast Advertising Bureau's processed letter the other day, the signature appeared to be in some foreign language. This is what happened.

O'Brien & Dorrance Inc., New York, arranged for the mailing of a carefully-prepared processed letter to go out over the signature of Maurice B. Mitchell, director of the firm's client, Broadcast Advertising Bureau. The letter had been carefully prepared for mailing to the entire membership of NAB.

Proofs had been carefully checked and everything seemed in order. But a few days later O'Brien & Dorrance discovered that the signature cut—reading "Mitch"—had been run upside down on a good share of the letters sent out. What should have been a legible signature looked like anything but.

So, a quick council produced a postcard explaining the strange-looking script, and signed with the "Mitch" straight up, for Maurice B. Mitchell.

Hard Liquor

(Continued from page 23)

plete understanding. One important matter as yet unsettled was the program which the distillery would sponsor on ABC.

Through the years no hard liquor radio advertising has been accepted by the four networks or radio stations as a matter of general radio policy and because of a voluntary ban by the Distilled Spirits Institute. The latter passed a resolution about 10 years ago covering radio, and within recent years modified it to embrace TV as well. Schenley Distillers is not a member of the institute, the latter reported.

NAB had no immediate comment, but the new Standards of Practice, adopted this year, contains no prohibitions against liquor advertising. Previously such a provision had been included in NAB's code of ethics, but it was reportedly removed because of certain restraint of trade implications. The industry has enjoyed an annual revenue of nearly $5 million from ale and beer radio time and about $2 million additionally from wines.

Congressional pressure throughout the years for a ban on sale of all alcoholic beverages, liquor included, in all advertising media in interstate commerce has been perennially sporadic. Currently pending are two bills—one each in House and Senate—which would prohibit the broadcast or telecast of such advertising. They are: HR 2428 by Rep. Joseph Bryson (D-S. C.) and S. 1847 by Sen. William Langer (R-N. D.). Both appeared destined to remain within their respective Interstate & Foreign Commerce committees, despite numerous petitions received from temperance and prohibition groups.

Senate Commerce group in April last year held hearings during which about 50 witnesses representing advertisers, agencies, publishers, etc., testified. They described the measures of the 80th Congress as "dangerous, unwise, discriminatory, punitive, and a step toward prohibition." Prime movers behind the proposed legislation were Sen. Edwin C. Johnson (D-Col.), Sen. Arthur Capper (R-Kans.), now retired, and Sen. Clyde M. Reed (R-Kans.). Earlier, in the House, Rep. John Rankin (D-Miss.) had introduced a similar bill. No action resulted, however. Hearings also had been held in May 1947, but a comparable measure was found by the Commerce Committee to be "impracticable."

Many of these proposals would have amended the Federal Trade Commission Act if passed, while still another bill would have vested control of alcoholic beverage transportation within FTC bounds. There also has been sentiment to amend the Federal Communications Commission Act to effect the same end.

WILDROOT

To Sponsor Ullman Production On Keystone Network

CONTRACT involving an appropriation in the neighborhood of $250,000 has been signed by Wildroot Co., Buffalo, N. Y., maker of Wildroot hair tonic, Creme Oil and Creme Shampoo, to sponsor *Barbershop Harmonies* on Keystone Broadcasting System, it was announced by Richard H. Ullman, president of Richard H. Ullman Inc., Buffalo, transcription firm which produces the series.

Arrangements for the contract were conducted in Buffalo by Ward Maurer, advertising manager of Wildroot Co.; Noel Rhys, representing the Keystone network; J. Paul Sheedy of BBDO, agency for Wildroot, and Mr. Ullman.

The quarter-hour series, featuring the Gaslight Quartette, will be broadcast on 102 KBS stations in the South and Southwest starting Sept. 6. This new sponsorship marks an expansion in Wildroot's use of transcriptions.

Selection of the series by Wildroot, according to Mr. Ullman, is the result of the very high ratings —up to 16.7—gained by *Barbershop Harmonies* in a number of test markets.

P. LORILLARD

Plans Fall Shows

FALL radio and TV plans for P. Lorillard Co. (Old Gold Cigarettes) *Amateur Hour* are just about completed, through Lennen & Mitchell, New York.

The radio presentation of the *Amateur Hour* moves from its present time on Wednesdays, 8-8:45 p.m. to Thursdays, 9-9:45 p.m. on the same network, ABC, beginning next week, in hopes of getting a higher rating. Show according to last Hooper report rated a 4.8.

The television version currently on DuMont will switch over to NBC-TV providing the latter network can clear the additional affiliated stations that the advertiser is interested in. It was understood that the *Hour* will be presented on Tuesdays 10-11 p.m. on NBC-TV with starting date scheduled for early October.

GF SALES

Up $8 Million for Quarter

AN $8 MILLION increase in net sales for the second quarter of 1949 as compared with the same period last year was reported last week by General Foods Corp., one of the biggest users of radio and television time.

The company's net sales for the second quarter of 1949 were $112,600,000; in the same period of 1948 they were $104,540,000. Second quarter earnings in 1949, after taxes and all charges were $6,800,000, equal to $1.18 a share on common stock, compared with $5,742,000, or 99 cents a share, for the second quarter last year. No funds were set aside for contingencies in the second quarter of 1949. A sum of $500,000 was set aside for this purpose in the same period last year.

Net sales for the first half of 1949 were $240,400,000, compared with $224,567,000 for the same period last year. Net earnings for the first six months of 1949 were $14,400,000, equal to $2.50 per common share; in the first half of 1948 they were $13,897,000, or $2.41 a common share.

BRUNER-RITTER

Signs ABC Giveaway

BRUNER-RITTER INC. (jewelry) will sponsor a new giveaway on ABC Sundays, 9:30-10 p.m., beginning July 31.

The program, *Chance of A Lifetime*, will involve listener participation by telephone. Prizes of various values will be offered and ABC said last week there were half a million dollars worth of prizes on hand, although it was doubtful the whole inventory would be put up at any single time. Raymond Specter Co., New York, is agency.

Schlitz Back to Radio

JOSEPH SCHLITZ Brewing Co., Milwaukee, returns to radio after 13 years with sponsorship of *Schlitz Family Fraunfelder* for 52 weeks via WTMJ Milwaukee, Mon., Wed. and Fri., 10:15 to 10:30 p.m. Agency is Young and Rubicam, Chicago.

Arrangements for the new Wildroot sponsorship are completed by (l to r) Messrs. Ullman, Rhys, Maurer and Sheedy.

WHITNEY

Don Lee Gen. Sales Mgr

GEORGE WHITNEY, a partne in Harrington, Whitney & Hurs West Coast agency will withdra from that firm, to join Don Le Broadcasting System as genera sales manager.

Announcement was made b Ward Ingrim, network's vice president in charge of sales, who als announced that Henry Gerstenkorn, formerly his administrativ assistant, will become national advertising manager of Don Lee.

LEVER AGENCIES

BBDO, N. W. Ayer Named

LEVER BROS., Cambridge, Mass. has appointed two new agencies t direct the advertising of its Swa Soap and Surf. BBDO, New York will handle Swan Soap, an approximate two million dollar accoun formerly handled by Young & Rubicam. The billing includes th Bob Hope show, which will also b placed by BBDO.

N. W. Ayer & Son., New Yor and Philadelphia, will handle Surf formerly serviced by Day, Duke and Tarleton Inc., New York. Surf is a spot announcement advertise and its billing is said to be abou one and a half million.

Leahy Grid Discs

TRANSCRIBED *Leahy of Notre Dame* series will be released this fall for the third consecutive year Green and Assoc., Chicago package firm, announced last week. Th schedule extends for 13 weeks fro Sept. 23 to Dec. 16, and feature Frank Leahy, head Notre Dam coach. Lew Green and Bill Fay ar collaborating on production, whil Bob Murphy does commentary.

Lee to Walker

BILL LEE, former western division manager for Joseph Hershe McGillvra, Chicago, has been name Chicago division manager for th Walker Co.

NETWORK GROSS

Negligible 1.3% Sales Drop

RADIO's private "recession" has amounted to a meager loss of 1.3% in gross network time sales compared to the first five months of 1948, according to latest figures from Publishers Information Bureau. The total of May sales was 1.5% below the gross for May 1948.

In dollars, the May network figure is $253,194 below May of 1948, and the first five-month total time sales is $1,112,923 below the same period of 1948.

This small drop off in network time sales has been evident since February, but has not magnified itself into a major drop in revenues. In this respect, radio is doing much better than some major industries, which have reported a drop of 20- to 30% in net sales and a slash in profits of 25% and more.

Procter & Gamble Co. was the leading buyer of network time in May. This company's gross network time purchases for that month added up to $1,633,155, nearly 10% of the total volume bought by all network advertisers. The P&G network time total includes expenditures classified under the Food & Toiletries headings as well as under Soaps & Cleansers where P&G was the leading company.

Another soap manufacturer, Lever Bros. Co., ranked second for the month according to its purchases of network time. Two drug companies, Sterling Drug (ranking third) and Miles Labs (sixth); three food firms, General Foods, General Mills and Campbell Soup Co. (ranking fourth, fifth and seventh, respectively), and three tobacco companies, Liggett & Myers, Phillip Morris and R. J. Reynolds (eighth, ninth and tenth), were also included in the top ten for May. (See Table I.)

For the five month period, foods had led the list in dollar purchases of network time, even though purchases in this category have dropped off slightly more than a million dollars from the same five months of 1948. Toiletries is second ranking product group through May, with $13,279,589 sales compared to $14,570,236 in the same period 1948. (See Table II).

Tobacco advertising, which has picked up more than a million dollars in 1949 is in third rank as a network user, exceeding the Drugs & Remedies group, which was third-ranking at this time in the previous year. Soaps and Cleansers had also exceeded their 1948 network advertising expenditures by $845,028 through May, and were in fourth rank instead of fifth, as was the case in 1948 at this time.

* * *

TABLE I

TOP TEN NETWORK ADVERTISERS IN MAY*

Advertiser	Gross Network Time Charges
1. Procter & Gamble Co.	$1,633,155
2. Lever Bros. Co.	764,504
3. Sterling Drug Inc.	671,240
4. General Foods Corp.	651,679
5. General Mills Inc.	581,173
6. Miles Labs Inc.	568,443
7. Campbell Soup Co.	535,601
8. Liggett & Myers	459,674
9. Phillip Morris & Co.	368,616
10. R. J. Reynolds Tobacco Co.	348,591

---

* Publishers Information Bureau

TABLE II

GROSS NETWORK TIME SALES*

	May 1949	Jan.-May 1949	May 1948	Jan.-May 1948
Agriculture & Farming	$ 60,692	$ 538,763	$ 130,955	$ 594,440
Apparel, Footwear & Accessories	113,689	625,432	152,403	645,589
Automotive, Automotive Accessories & Equip.	809,271	3,589,527	661,541	3,481,522
Aviation, Aviation Accessories & Equip.	—	—	—	—
Beer, Wine & Liquors	70,476	363,951	169,134	532,357
Building Materials, Equipment & Fixtures	123,585	564,661	111,464	503,846
Confectionary & Soft Drinks	586,516	3,270,775	652,795	3,286,028
Consumer Service	179,326	788,848	234,552	1,173,555
Drugs & Remedies	1,790,048	8,739,030	1,910,114	9,807,090
Entertainment & Amusements	—	—	—	—
Food & Food Products	4,021,651	20,294,623	4,206,713	21,355,232
Gasoline, Lubricants & other Fuels	460,167	2,816,032	432,226	2,556,737
Horticulture	17,244	91,968	5,523	98,946
Household Equipment & Supplies	770,346	3,627,260	73,328	3,493,869
Household Furnishings	105,518	524,034	109,718	554,783
Industrial Materials	227,010	996,980	214,380	940,604
Insurance	355,791	1,691,378	391,133	1,871,235
Jewelry, Optical Goods & Cameras	217,468	970,782	79,496	294,363
Office Equipment, Stationary and Writing Supplies	149,313	712,968	215,559	1,143,694
Publishing & Media	31,000	454,061	130,000	706,031
Radios, TV Sets, Phonographs, Musical Instruments & Access.	117,972	715,363	253,903	901,563
Retail Stores	5,496	27,480	—	—
Smoking Materials	1,988,137	9,894,786	1,745,687	8,627,322
Soaps, Cleansers & Polishes	1,852,217	9,021,672	1,774,641	8,176,444
Sporting Goods & Toys	—	—	—	—
Toiletries & Toilet Goods	2,679,961	13,279,543	2,893,589	14,570,236
Transportation, Travel & Resorts	98,508	551,420	—	—
Miscellaneous	236,184	1,195,620	272,966	1,144,389
TOTAL	$17,067,586	$85,346,957	$17,320,770	$86,459,875

---

* Source: Publishers Information Bureau

* * *

Drop in Drugs

Drug advertising has dropped off in the first five months of 1949 to a rate about 11% below the 1948 level. The May figures for this group still show expenditures running below May of 1948. Drug purchases of network time are now low enough to put this group in fifth place in dollar volume.

Sixth ranking is household equipment, which is running above its 1948 total, and in seventh place is automotive group, with purchases of $3,589,527 compared to $3,481,522 thru May last year. The May purchases in this group were $809,271 compared to $661,541 in May 1948. These expenditures are in addition to the heavy automotive television budget.

Know The Sponsor

EIGHT commercial network programs aired during April and May had sponsor identification indices of 75 or better, according to the latest Program Hooperatings Sponsor Identification Analysis. Report shows *Dr. I.Q.* at the top, its sponsor identified by 88.9% of listeners. Other leading sponsor-identified network shows were: *Radio Theater* 85.9; *Bob Hawk Show* 83.6; *Arthur Godfrey's Talent Scouts* 83.3; *Fibber McGee & Molly* 79.1; *Double or Nothing* 77.7; *Grand Slam* 76.1; *Welcome Travelers* 75.0.

In apparel, Frank H. Lee is top network advertiser replacing Brown Shoe Co. as the leader so far this year. In autos, Ford Motor Co. is still the leader; Pabst Sales Co. is still on top in the Beer & Wine Group; Coca-Cola again leads the Confectionery and Soft Drinks Groups; Sterling Drug is on top of the list again in its group, and General Foods has superseded General Mills as the leader in food advertising.

Sun Oil Co. leads the Gasoline and Lubricants division, although Texaco was the leader when the 1948 totals were added. Liggett & Myers is maintaining its lead in the tobacco advertising group; Procter and Gamble is, of course, out in front in Soap and Cleanser advertising; and Lever Bros. has captured the number one spot in

(Continued on page 37)

EVENING TIME

17% Less Sponsored

AMERICAN advertisers are using 17% fewer hours of evening time to advertise their wares on the four nationwide radio networks this summer than they did during the summer of 1948, according to a compilation made last week by the NBC Research Department. Combined sponsored total for the four networks in the period between 7 and 11 p.m. is 46 hours and 40 minutes this summer, compared to 56 hours and ten minutes in the like period a year ago.

Conversely, the number of evening hours of network television time used for advertising purposes is up 180% from last summer, NBC found. Between 6 and 11 p.m. network TV commercials periods add up to 40 hours this summer, compared to 10 hours last year at this time.

Analyzing the radio network summer business network by network, NBC shows its own evening hot weather time sales dropped from 86 to 75 quarter-hours in the last year, a loss of 12.8%. CBS evening commercial periods are off 25.8%, from 62 quarter-hours last year to 46 this summer. ABC is exactly even, with 46 evening quarter-hours sold both this summer and last. Mutual evening time sales meanwhile have dropped from 31 to 19⅔ quarter-hours, a loss of 36.6%, the survey shows.

NBC does not make comparable individual network comparisons for television. Tables analyzing the commercial radio and TV evening business by the days of the week follow:

* * *

Survey Showing Average Quarter-Hour Sponsorship on Network Radio and Television for Summer Period 1949*

* * *

Figures Represent Quarter-hour Periods

RADIO

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Total
NBC	10	14	14	8	11	6	12	75
CBS	3	9	5	7	3	7	12	46
ABC	6	5	8	4	10	2	11	46
MBS	2⅓	1⅓	2⅓	3⅓	2⅓	4	4	19⅔

(Does not include co-ops. Time represents 7-11 p.m.)

Totals

	July 1948	July 1949
NBC	86	75
CBS	62	46
ABC	46	46
MBS	31	19⅔

TELEVISION

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Total
NBC	6	6	6	4	6	2	8	38
CBS	8	3	8	1	2	3	0	25
DUMONT	6	2	4	4	2	4	4	26
ABC	1	0	6	6	4	0	4	23

(These times are from 6-11 p.m.)

In 1948 there were only 40 sponsored quarter-hours on all the networks combined.

---

* Source: NBC Research Department.

XUM

OWARD RESIGNS

Another in NAB Exodus

NAB President Justin Miller last Thursday accepted "with reluctance and regret" the resignation of Royal V. (Doc) Howard as director of NAB's Engineering Dept. The resignation was another in the series of events touching on NAB's current reorganizational plan, to take effect Aug. 1, in which Mr. Howard's department was preserved along with five others but in effect reduced in status [CLOSED CIRCUIT, July 18].

In accepting the resignation, Judge Miller noted that achievements of the Engineering Dept. under Mr. Howard's direction have been "outstanding, and you have good reason to be proud of them. NAB has profited in many ways from your being 'loaned' to it. I appreciate your willingness to stay on as long as you have."

Simultaneously, the appointment of Neal McNaughten to succeed Mr. Howard was indicated by Judge Miller.

Mr. Howard recalled, in his letter of resignation which he submitted July 1, recalled his "loan" to NAB in May 1947—"for a year—18 months—or at the most, two years"—to establish NAB's Engineering Dept. on a "permanent, highly authoritative basis."

He told Judge Miller he repeatedly had expressed his desire to return to more direct engineering and industry activities, and while adhering to the NAB President's request to remain, "I feel that now with the primary aims of the Engineering Dept. accomplished—but with much left to be done—I should more forcefully urge you to accept my resignation."

One of Mr. Howard's outstanding achievements was his organization and promotion of the annual NAB Engineering Conference, held in conjunction with NAB conventions. Before joining NAB, he was vice president in charge of engineering for Associated Broadcasters Inc., San Francisco, from 1934 to 1947, and has been in broadcasting since 1922.

International Service

Since joining NAB he has served as U. S. delegate at the Atlantic City International Telecommunications Conferences, the North American Regional Broadcasting Agreement Engineering Conference in Havana, and the Mexico City High Frequency Conference.

Mr. Howard told Judge Miller that his Engineering Dept. had "tackled" a multitude of jobs and that though it "has never received the funds or the personnel recommended by NAB's Engineering Executive Committee, in the main these items have been realized."

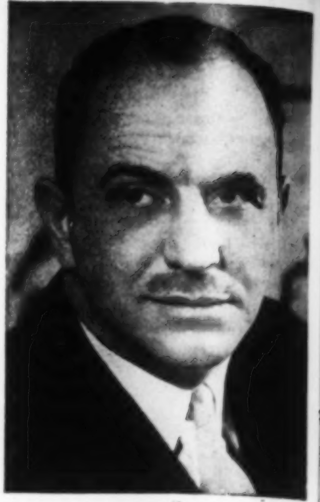
In recommending Mr. McNaughten, Mr. Howard felt the forthcoming NARBA Conference has "grave and immediate consequences" and that its final outcome, "for good or bad, will affect the industry into the far distant future. It is a deadly serious business."

Mr. Howard pointed out that Mr. McNaughten's work with FCC prior to joining NAB "qualifies him most expertly to participate in the Association's activities in protecting the industry's welfare." He called upon friends and members of the engineering fraternity to continue to give NAB their wholehearted support.

Judge Miller felt recommendation of Mr. McNaughten as successor was "sound in all aspects" and voiced belief Mr. Howard's confidence in him "seems to be shared by engineers and station managers alike." He added:

"I am sure that he can carry on, ably, the policies and programs which have been initiated under your directorship; thus preserving for NAB the good will and splendid cooperation which has been developed during the past two years between NAB and all these groups with which you have worked."

Mr. Howard is chairman of the NAB Recording and Producing Standards Committee and is a member of BMB's Engineering Committee, as well as many RMA, IRE and ASA committees. He holds several letter patents on radio apparatus and is a senior member of IRE.



Mr. HOWARD

BAB TRANSFER

Move from Washington To N. Y. Completed

BROADCAST ADVERTISING Bureau of NAB officially transferred its headquarters from Washington to New York last Wednesday. The bureau, under direction of Maurice B. Mitchell, occupies new quarters at 270 Park Ave.

The move is one more in the growth of the bureau which was authorized as an expansion of the old Broadcast Advertising Department of the NAB by action of the board of directors at its convention meeting in Chicago in April.

That action increased the budget of the bureau, charged the expanded organization with aggressive promotion of radio as an advertising medium and authorized acquisition of new headquarters in New York.

In its meeting at Portsmouth, N. H. [BROADCASTING, July 18], the NAB Board also directed that BAB place itself on a self-sustaining basis as soon as practicable and arranged that Mr. Mitchell be responsible to NAB President Justin Miller, although authorized to act in his absence.

Mr. Mitchell said the bureau, in its new New York headquarters will expand its staff and services as soon as suitable people can be found. Now serving as assistant directors are Miss Lee Hart and Charles A. Batson.

NAB Board also has directed BAB to undertake the promotion of television sales, as well as its efforts for aural broadcasting.

AWB Resolution

A RESOLUTION expressing "their profound loss" in the death of the late Elsie Dick, MBS correspondent who was killed in the Bombay air crash [BROADCASTING, July 18], has been adopted by the New York City members of the Assn. of Women Broadcasters of NAB. Resolution was announced in Washington Thursday by Pat Griffith, AWB executive secretary.

WEBSTER

Takes Oath for New Term As FCC Commissioner

E. M. WEBSTER was sworn in as an FCC Commissioner for a new, seven-year term last Thursday afternoon and proceeded at once into an executive meeting of the Commission, taking up the duties he left off when his prior term expired June 30.

The oath-taking, accomplished in his office without ceremony, followed by a little more than 24 hours the Senate's confirmation of his nomination on Wednesday. This had been virtually assured by the Senate Interstate Commerce Committee's 11-0 vote of approval the preceding Thursday, [BROADCASTING, July 18], but was delayed by Senate debate on the Atlantic Pact.

Comr. Webster took the oath from Miss Pansy Wiltshire, FCC personnel assistant, who also performed the duties when he assumed office April 10, 1947, to serve out the unexpired term of Chairman Paul A. Porter. There was no fanfare. He went immediately to join his colleagues in session.

The Senate confirmation, held up past his prior term's termination date by the commerce committee's delay on hearings, came without a dissenting vote. He had been subjected to rigorous questioning spread over three days of committee hearing [BROADCASTING, July 11, 18], but received the vote of approval even of his chief interrogator, Sen. Charles W. Tobey (R-N. H.). Most of the questioning related to the policies and activities of the Commission as a whole, rather than the nominee's own.

His reappointment is retroactive to July 1.

Comr. Webster's resumption of duties followed by a single day the return of Vice Chairman Paul A. Walker from the Paris International Telephone and Telegraph Conference. It left the Commission, which has been operating with a bare majority of four since June 30, now only one member short of full strength: Chairman Wayne Coy is still attending the Paris conference and will go from there to further international meetings in London, probably returning to Washington in late August or early September [BROADCASTING, July 18].

COMPLETING the move to new studio and office quarters atop the Utah Theatre Bldg. at 146 S. Main St., officials of KALL Salt Lake City and Intermountain Network inspect new control room switching apparatus. W. D'Orr Cozzens (seated), chief engineer of KALL and network, demonstrates setup to (l to r) George C. Hatch, president and general manager, KALL-Intermountain Network; Alvin Pack, executive vice president, and Lynn L. Meyer, network's vice president in charge of sales. New quarters offer triple the space available to station in old David Keith Bldg., with costs of renovation and studio and facilities installation estimated at $30,000. Additional equipment, installed or on order, will approximate $300,000.

RADIO'S POWER Weighed by Baking Co.

Principals in the success of Grand Slam *are (l to r) Mr. Marshall, Irene Beasley, star of the program, and Ted Bates, president of Ted Bates Inc.*

* * *

"NEVER undestimate the power of radio. The last time we did, it nearly cost us money."

Thus did Lee Mack Marshall, advertising manager of Continental Baking Co., explain one of the most curious success stories in the industry.

It all began with the firm's initial sponsorship three years ago of the *Grand Slam* show on CBS. A budget was set aside and listeners were urged to send in questions for use on the program. A generous outlay was provided in that budget to handle the mail, which one reckless executive predicted would reach as high as 5,000 letters a week.

Business of Broadcasting

One of a Series

Within three weeks the show drew better than 75,000 letters per week.

The situation deepened into crisis as, during the next four weeks, the tempo of returns increased. The cost of handling the mail then began to exceed the actual cost of the show, and murmurings were heard that the show might go off the air because it was too successful.

The dilemma was resolved by invoking a policy whereby only letters mailed during a specified two weeks in a 13 week cycle would be acceptable for use on the program. It is the policy which is still in effect, three years later. A typical two week return under the revised setup was that registered in April of this year when 427,000 letters were received in the fortnight mailing period.

Featuring Irene Beasley five times weekly, 11:30-45 a.m., the show is now fourth ranking in daytime programs according to the Hooperating.

Continental, a more than $1 million advertiser, has had a series of network shows on CBS since 1928. In addition, the company has utilized spot announcements to introduce new products and carries a continuous schedule for both Wonder Bread and Hostess Cake in cities where they are available.

Its current Hostess Cake campaign features the company's new cream-filled cup-cake. Mr. Marshall reports that returns from the more than 86 Continental plants throughout the country indicate a successful and traceable response to the announcements.

Stressing the versatility of radio as an advertising medium, Mr. Marshall described the merchandising tie-up which *Grand Slam* affords his products. The gifts won by each woman participant are displayed in her local grocery store. This practice stirs direct and neighborly interest in the firm and its products (Wonder Bread and Hostess Cakes) and creates a feeling of individual participation on the part of the local grocer and the company salesmen.

The Continental Baking Co. was originally organized in 1925. Three years later it sponsored its first network show, *The Happy Wonder Bakers Show*, on CBS.

Continental today spends 40% of its overall advertising budget in radio, Mr. Marshall revealed.

Ted Bates Inc., New York, is the advertising agency handling the account.

NABUG SUPPORT

Voted for IBEW In CBS Dispute

THE NATIONAL and New York Councils of National Assn. of Broadcast Unions and Guilds have voted to support IBEW in the latter union's contract dispute with CBS.

NABUG approved a measure which would forbid any member of a union affiliated with NABUG from doing the technical work of an IBEW man in event IBEW should strike CBS either in Hollywood, Chicago or New York.

IBEW, a member union of NABUG, has been negotiating on wages and other "local" matters with CBS executives in seven different localities. With little progress reported, IBEW locals in New York and Hollywood took strike votes.

NABUG also took action in the "red blacklist" issue which developed on the resignation of radio director William Mc D. Sweets from Philips H. Lord Inc., show packagers (see page 28). It set up a fact-finding committee to cooperate with an RTDG fact-finding committee which will investigate whether there exists in the radio and television industry a blacklist barring performers from jobs on the basis of political activity.

Oliver W. Nicoll, NABUG national chairman, also suggested the necessity of clarifying the term "producer" in the radio and television field.

He contended that the term should apply only to an individual doing the technical work of show producing and not to a company engaged in show production. The term now, he said, is loosely applied to business organizations trafficking in programs.

Need for Definition

He explained that it was important to keep the term as a job classification, even to production companies, for an owner of a package outfit could then gain bookkeeping and tax advantages by paying himself as the producer in the event he performed such functions in addition to the merchandising of shows.

Mr. Nicoll said considerable sympathy was shown by NABUG members in his suggestion that future contracts with employers be careful to restrict use of the word producer to the technical man actually engaged in the functions such a show-shaper performs.

Next meeting of NABUG was set for Sept. 15.

FCC ACTIONS

GRANTS for three new AM outlets were authorized by FCC last week and an initial decision proposes grant of another. Two existing outlets received improved facilities. Nine stations received transfer grants. Three FM, two AM permits and two AM licenses were deleted. Details of these and other FCC actions are carried in FCC Roundup on page 84.

GAMBLE

Stresses Buyers' Market Facts

"ADVERTISING was made for a buyers' market," it is "one of the four dynamic activities which persuade buyers to buy—along with personal selling, promotion and display." This assertion was made by Frederic R. Gamble, president of the American Assn. of Advertising Agencies; during a speech in Los Angeles Friday, in which he emphasized the need for "bold and vigorous" use of advertising by business to hasten a successful economic readjustment.

Pointing to the program for readjustment issued last week by the Chamber of Commerce of the U.S., which recommended that business "increase sales and advertising efforts to stimulate more business and greater employment," Mr. Gamble said: "This is sound advice from the Chamber, and it is advice that many business men evidently need.

"In recent months, while the buyers' market has been steadily coming in, there has been no significant increase in advertising activity," he said, adding that advertising costs have advanced less than other costs "so that the advertising dollar actually buys more" and "it is high time for business to step on the accelerator."

Mr. Gamble also urged greater use of institutional advertising.

KWIK TO ILGWU

Would Move to Hollywood

INTERNATIONAL Ladies Garment Workers Union, licensee of KFMV (FM) Los Angeles, last week obtained KWIK Burbank, Calif., AM station, for $40,000 at a bankruptcy sale. Final sale is subject to FCC approval.

Acting through a dummy buyer, ILGWU outbid several other interested local groups. The union plans to combine KWIK with its FM station and will seek to move both stations' call letters to Hollywood based on the KFDR letters. ILGWU already has a New York FM outlet with the WFDR call.

According to the trustee in the bankruptcy, property of KWIK inventoried at a total of $30,152.25. Cliff Gill, general manager of the union's Los Angeles FM station, was to take over the management of KWIK over the weekend.

BLACKLIST

Unions Seek Facts in Issue

WHILE New York radio circles last week greeted with skepticism the existence of a blacklist barring performers from programs because of Communist sympathies, further action was taken by radio unions to get to the facts in the issue.

AFRA's New York local board called a special meeting to consider the matter and it, while apparently viewing such a blacklist with dubiety, passed a resolution condemning the practice if it existed, of barring employment to performers on the basis of their political beliefs.

The AFRA board, apparently feeling loose talk about such a blacklist would do the industry no good, then hastened to condemn indiscriminate discussion of alleged blacklist case victims.

Instead, it urged that members having information about such cases bring them to the attention of the board. In its turn, the board pledged to verify such complaints and take "whatever action is warranted."

The blacklist issue was brought into the open recently by the resignation of William McD. (Bill) Sweets from the Phillips H. Lord package outfit, for which he directed *Gangbusters* and *Counterspy* [BROADCASTING, July 18].

'Forced' to Resign

Mr. Sweets maintained he was forced to resign because of agency-sponsor pressure caused by letters from individuals and organizations protesting his alleged political beliefs. The Lord Company merely said that Mr. Sweets resigned because he had other plans.

The Radio and Television Directors Guild, of which Mr. Sweets is a member, became concerned over his dismissal and, at an executive council meeting of its New York local, passed two resolutions. One was to convince the Lord company it was doing Mr. Sweets an injustice and in the other, to set up a fact-finding board to determine whether a blacklist actually existed in the industry.

An RTDG spokesman said that a committee set up under the resolution to investigate the Sweets matter would seek a meeting with the Lord company some time this week.

Meanwhile, National Assn. of Broadcast Unions and Guilds, which supported the RTDG position and also decided to establish a fact-finding committee to work with the RTDG fact-finders, announced through Chairman Oliver W. Nicoll the following had agreed to serve on such a NABUG body from AFRA—Vinton Hayworth, Clayton Collyer, Leon Janney, Ted Osborne; from RTDG—Erik Barnouw, Welbourn Kelley, Roy S. Langham, James A. Stabile; from TWG—Lee Berg, Evelyn F. Burkey, Kaye Wood, Ben Zavin; from NABET—Clifford Gorsuch, Harry E. Hiller, D. C. Shultes, Edwin Stolzenbecker.

The AFRA local board resolution follows:

The New York local board of AFRA strongly condemns the practice, if any, of giving or withholding employment in the case of any performer on the basis of political beliefs or affiliations.

It maintains and urges that all performers be hired or not, solely on the basis of their talent and ability. It further condemns the practice of AFRA members indiscriminately discussing any such alleged cases among themselves without recourse to the actual facts involved.

It urges all members to bring to the local board any and all complaints and the board pledges itself to verify such complaints wherever possible and to take whatever action is warranted.

WALTER 'ERRED'

Says FCC, Answering Attack

SPOKESMEN for FCC said last week that Rep. Francis E. Walter (D-Pa.) erred in his July 14 attack on the Commission when he said it had failed to publish its New Mayflower Decision as a rule or policy statement in the *Federal Register* [BROADCASTING, July 18]. The report was published in the *Register* on June 7, they noted.

Rep. Walter had claimed FCC cannot "legally" expect anyone to abide by the Mayflower editorializing decision since the Administrative Procedure Act, of which he is co-author, stipulates that "no one shall in any manner" be required to observe any agency procedure which is not published in the *Register*. He felt, however, that all licensees would feel "obligated" to conform to the decision.

CBS FALL PROMOTION

Aug. 1 Preview

CBS's 1949 fall program promotion campaign—which itself is being promoted as the biggest in radio history—will be outlined Aug. 1 at a closed meeting for network and affiliates executives.

The meeting will be a joint session of CBS's Affiliates Advisory Board and of the CBS Program Promotion Clinic in the Waldorf-Astoria Hotel, New York.

Both the advisory board and the clinic meetings are scheduled for two days of sessions in New York Aug. 1-2, with the joint meeting a special feature which will bring together the two groups.

Among matters that will be discussed by the advisory board are the activities of the expanding CBS television network.

The board, representing 178 independently-owned affiliates, was instituted in 1943 to consider mutual problems of the affiliates and the network. The country is divided into nine districts, approximating the network operational plan, with stations in each district electing one representative to serve on the board. Members are:

I. R. Lounsberry, WGR Buffalo, chairman, representing District No. 2; E. E. Hill, WTAG, Worcester, Mass., secretary, District No. 1; C. T. Lucy, WRVA Richmond, Va., District No. 3; Glenn Marshall Jr., WMBR Jacksonville, Fla., District No. 4; Howard Summerville, WWL New Orleans, District No. 5; Richard Borel, WBNS Columbus, Ohio, District No. 6; William Quarton, WMT Cedar Rapids, Iowa, District No. 7; Kenyon Brown, KWFT Wichita Falls, Tex., District No. 8 and Clyde Coombs, KROY Sacramento, Calif., District No. 9.

CBS executives who are to attend the CAAB meeting include: Frank Stanton, president; Joseph H. Ream, executive vice president; Adrian Murphy, vice president and general executive; Howard S. Meighan, vice president and general executive; Lawrence Loman, vice president and general executive; Herbert V. Akerberg, vice president in charge of station relations; William C. Gittinger, vice president in charge of sales; Hubbell Robinson Jr., vice president and director of programs; Davidson Taylor, vice president and director of public affairs; William B. Lodge, vice president in charge of general engineering; Earl Gammons, vice president in charge of Washington office; William A. Schudt Jr., director of station relations, and E. E. Hall, eastern division manager, station relations.

The program clinic, to be attended by CBS promotion managers and station executives, will devote all of Aug. 1 to the fall promotion buildup. The Aug. 2 sessions will feature a special round-table discussion of specific promotion activities of CBS affiliates.

In connection with the two-day clinic, Aug. 3, a third day has been set aside for an "open house" at CBS headquarters at which CBS promotion managers can present their local promotional problems to the entire CBS promotion department for discussion and guidance.

Ratner To Speak

The session at which the fall campaign will be detailed will be addressed by Victor M. Ratner, vice president in charge of advertising and sales promotion; Louis Hausman, director of advertising and sales promotion, and Neal Hathaway, director of program promotion.

Mr. Stanton will deliver the address of welcome to promotion executives. Hubbell Robinson Jr., vice president and director of programs will talk on promotion's relation to programming and John Karol, sales manager, will discuss program promotion in relation to sales.

MEETING between members of the Paul H. Raymer Co. and WHK Cleveland, held in the Ohio city, was attended by: (seated l to r) Paul H. Raymer, president of the national sales representative firm; K. K. Hackathorn, vice president and general manager of WHK; and Fred Brokaw, vice president and general manager of the Raymer company; (standing, l to r) G. C. Packard, Raymer vice president, Chicago office; Paul Tiemer and P. M. Soutter, salesmen of the Raymer New York office; R. B. Rains, manager of the representative firm's Detroit office; J. Porterfield, W. Moore, L. Van Dolen, Raymer salesmen in the New York office; R. Tennerstedt, salesman, Chicago Raymer office; J. B. Maurer, WHK sales manager; W. E. Sprague, WHK sales prom. mgr.

PAID LOGS

New Chicago 'Tribune' Plan

THE CHICAGO TRIBUNE will begin charging for radio and TV logs Sept. 6. Each of Chicago's other dailies — *Herald-American, Daily News* and *Sun-Times*—is reported considering the same move.

In *Tribune* listings, AM and TV sponsors will pay for displays of "no less than two lines or more than 14 lines each in the same style and type as the regular program listings," according to Advertising Manager C. E. McKittrick. He said the directory will "continue to list all major programs as in the past." Sponsored listings will appear at the top of each time bracket, starred for emphasis. The idea originated with Chesser Campbell, Tribune Co. treasurer.

The *Tribune* last week cut the width of its listings from one to three-quarters column to conform with log format of other papers.

No advertising or editorial executives on the other dailies would comment on the proposal, other than to confirm that the proposal is being studied. It is understood the *Herald-American* plans to incorporate listings separately under individual headings. It is not clear whether the proposed paid listings will supplement or replace completely those printed free.

GOOD TIME was had by all upon the return of Janet Ross, conductor of the KDKA Pittsburgh *Shopping Circle*, from a month's tour of fashion-minded France. She was given a welcome at a New York cocktail party. In attendance were (l to r): H. Preston Peters, president of Free & Peters; Walter E. Benoit, vice president of Westinghouse Radio Stations Inc.; Miss Ross; George D. Tons, KDKA sales manager; and Jones Scovern, vice president in charge of sales, Free & Peters.

MAIL ORDER NETWORK

BAB Defers Comment

NAB's Broadcast Advertising Bureau last week took cognizance of —but deferred comment on—the announced formation of the Mail Order Network, which is slated to start operations Sept. 19 as a new business seeking to profit by bringing radio and the mail order trade together to their own mutual financial advantage.

BAB Director Maurice B. Mitchell, in the throes of moving BAB headquarters from Washington to New York, said he would withhold comment pending completed examination of MON plans and a study of member reaction. Both BAB and NAB are vigorously opposed to per inquiry deals, which would be a basic alternative feature of the MON operations.

Thomas F. Flanagan, managing director of the National Assn. of Radio Station Representatives, also reserved comment.

MON's plans were made known in New York by Harold Kaye, its president, who resigned as vice president and head of the New York operations of Olian Adv., New York, to organize the mail order service. He explained details of the operation.

MON will provide member stations with programming on records and selling messages on transcriptions. Stations will have the option of deciding whether to be compensated on a per inquiry basis or on a time basis.

In either case, MON will be paid for its services by sharing revenue with the station on a slidng scale. For example, if a station carries a certain amount of MON programming on a time basis, MON will get a certain percentage. The more time the station devotes to MON programming, the less is to be MON's percentage. Mr. Kaye is not now making public these percentages. The same percentages, however will apply if the station revenue comes via the per inquiry route. Stations will not be charged fees for joining or for MON programming—only the percentage split.

MON itself will aim to function like a network without wires. Its clients will be agencies and advertisers in the mail order business. They will buy time or PI arrangements over MON affiliates, with MON providing programming and commercials.

Member stations will then air the MON discs. Their selling messages will direct that orders be sent to the station. Getting the orders, the stations will forward them to MON offices for sorting. MON will send the orders to the proper client for filling. MON will handle the billing and credit for the station.

As for the consumer, he is to be protected by two operations, according to Mr. Kaye. One is a testing service of all merchandise offered over MON and the other is a money-back guarantee.

The testing service is to operate under the name of Mail Order Buyers Guild and will have standards even higher than those of *Good Housekeeping*, according to Mr. Kaye. The testing serivce will put every MON-offered product through a testers market of persons who will use the product and answer questionnaires about it designed to gauge its validity.

The money-back guarantee will permit the consumer to return the merchandise to the station, which in turn will send it on to MON. The network will send the consumer a check and the network will collect on the guarantee from the client.

Each affiliate must agree to devote at least five hours weekly to MON programming. MON is prepared to start out with 35 hours of unduplicated programming weekly, said Mr. Kaye. One station, he said, is starting out with 35 hours, using MON programming on an all-night basis.

MON is now lining up stations on an exclusive basis—only one station to a market, but is not yet announcing its affiliates said Mr. Kaye.

MON, an Illinois corporation, will have offices in New York and Chicago. Temporarily, the New York office is at 1440 Broadway.

Godwin on WRC

EARL GODWIN, veteran Washington commentator, has moved to WRC, NBC outlet in the nation's capital, starting today, July 25. He will continue to be sponsored by Phillips Packing Co., Cambridge, Md., Monday through Friday, 6:15-6:30 p.m. In addition, he will be on NBC's *Alka-Seltzer News of the World*. He also is preparing a TV news program for broadcast on WNBW (TV) Washington. Mr. Godwin shifts from WMAL Washington.

WHAS STUDIOS

Dedicated on 27th Birthday

WHAS Louisville's new offices and studios were dedicated July 18 with a special half-hour broadcast called "In Looking Ahead." The program closed exactly on the minute that WHAS first went on the air 27 years ago, in 1922.

The program featured stories of the early broadcasting days of WHAS, with musical highlights by Rosalind Marquis, Bill Pickett and the orchestra and chorus. Jim Walson was master of ceremonies.

Victor A. Sholis, WHAS director, and Vice President Mark Ethridge took part in the dedication part of the program.

Offices and studios are in the new Courier-Journal, Louisville Times and WHAS Building. Studios are lighted by nearly a half-mile of fluorescent tubing, operate on 707 vacuum tubes and the wiring exceeds 101 miles in length. In the music library are more than 17,598 orchestrations, 2,000 special arrangements, 13,900 vocal copies, 10,630 phonograph records and more than 17,500 musical selections on electrical transcriptions.

There are seven studios including one of some 165 capacity where audience participation shows are held daily. Ample space for expansion will be available, officials pointed out.

* * *

Mr. ETHRIDGE

NBC PROMOTION

New 'On-Air' Unit Formed

A BROADCASTING promotion division of the NBC advertising and promotion department has been formed to take charge of on-the-air promotion.

Pat Steel, former copy writer in the network's promotion department, will head the new division, assisted by Ray O'Connell, former staff member in the network's program department. The new division will use network sustaining programs for promotion purposes, prepare recorded and live trailers and create promotion programs for network and local use.

GOVT. JUMPERS

Butler Cites Porter, Denny

EVIDENCE that Congress may enact some legislation to curb Government officials who resign and "quickly turn up as spokesmen and lobbyists for special interests" was foreseen on Capitol Hill last week. Prime mover behind the movement was Sen. Hugh Butler (R-Neb.), who has cited former FCC Chairmen Paul A. Porter and Charles Denny, and others in a floor attack on lobbying [BROADCASTING, July 18].

Senator Butler told BROADCASTING he plans to introduce curative legislation shortly which would prohibit officials of FCC and other independent agencies from entering private firms having traffic with those agencies for a period of two years. He said a draft currently is being prepared and may be presented early this week.

The Nebraska senator originally leveled his lobbying charge in support of Sen. Russell B. Long (D-La.) who said he proposed to conduct an investigation of ex-government officials. Sen. Butler noted it was "particularly appropriate that the Senate consider such practices in the light of new pay-raise legislation," presumably HR1689, giving FCC commissioners $16,000 a year. The latter has passed the House and is now on the Senate calendar. He wasn't sure whether it would take the form of a bill or be in potential amendments to be offered in the Senate.

No Comment from Long

Senator Long, who is chairman of a Senate Civil Service subcommittee, could not be reached for comment. It is known, however, that he has received numerous complaints that many ex-government officials are now representing private firms before agencies, including FCC, they once served. He cited specifically FCC and CAB. He had hinted he would call various agency heads to present evidence which would show that former employees had appeared before commissions, sometimes "in an effort to get radio licenses." His subcommittee has taken no action yet, however.

Senator Butler said hearings were possible, presumably to be conducted by Senator Long's subcommittee. He, too, had received "numerous" complaints, mostly from government people but a few from outsiders.

The curb on ex-government employes had the support, too, of Sen. J. William Fulbright (D-Ark.), who has a comparable bill on the Senate calendar dealing with former officials of RFC.

Senator Butler noted that various bureaus have rules which prevent former administrators from practicing before former agencies for terms running from six months to two years. A provision which would prohibit FCC commissioners a year after passage from jumping to private industry within a certain period after resignation from the Commission was incorporated in the McFarland bill reported to the Senate floor last week (see separate story). He told Senate colleagues Mr. Denny joined NBC as chief counsel two weeks after his resignation from FCC, and that Mr. Porter represents various radio companies including Western Union Telegraph & Telephone.

Meanwhile, lobbying legislation which would authorize investigation of lobbying activities of all government branches still was pending in the Senate Rules & Administration committee where it was committed last month [BROADCASTING, June 27]. The measure (H ConRes 62) has not been taken up at any meeting, a committee spokesman said.

RMA COMMITTEE

Ad Group Appointed

ADVERTISING executives of 18 member firms have been appointed members of the Radio Manufacturers Assn. Advertising Committee by RMA President R. C. Cosgrove to serve for the 1949-1950 year. The group holds its first meeting July 26 at Statler Hotel, New York, to draft preliminary plans for industry observance of National Radio Week Oct. 30-Nov. 5.

Stanley H. Manson, manager of advertising and public relations of Stromberg-Carlson Co., Rochester, N. Y., has been appointed chairman. L. E. Pettit of General Electric Co., Syracuse, N. Y., is vice chairman.

RMA activities in connection with National Radio Week again will be under the direction of a subcommittee headed by W. B. McGill of Westinghouse Radio Stations Inc., Philadelphia.

Other Members

Other members of committee are: H. R. F. Dietz, Emerson Radio & Phonograph Corp.; Henry R. Geyelin Jr., Allen B. DuMont Laboratories Inc.; John F. Gilligan, Philco Corp.; H. F. Guenin Jr., RCA Victor Division of RCA; Earl L. Hadley, Westinghouse Electric Corp.; V. C. Havens, Crosley Div., Avco Mfg. Co.; Bernard Holsinger, Sylvania Electric Products Inc.; C. R. Lunney, Stewart-Warner Electric Division; William E. Macke, Zenith Radio Corp.; Mr. McGill; K. T. Milne, Delco Radio Division; S. A. Morrow, Capehart-Farnsworth Corp.; Chas. J. Nesbitt, The Hallicrafters Co.; E. L. Redden, Motorola Inc.; Percy L. Schoenen, Olympic Radio & Television Inc.; Chas. W. Snider, The Sparks-Withington Co.; Fred T. Sterritt, Bendix Radio Division.

AT the Bermudiana Hotel, Bermuda, where they recently enjoyed a holiday, are Mr. and Mrs. Eldon A. Park of Roslyn, N. Y. Mr. Park is vice president of Crosley Broadcasting Corp. and general manager of WINS New York.

BAKERS

Stress Radio After Strike

RADIO STATIONS in New York have received a windfall of orders for spots and participations from five major bakers as a result of the end of the Bakery strike in New York. The campaigns are starting on July 25 and 26.

The General Baking Co. (Bond Bread) will resume its spots and participations (discontinued last February) on WINS, WJZ, WMCA, WNEW, WOR, WOV and WAAT for a period of six weeks. After that, the spots and participation shows will most likely be renewed. BBDO New York is the agency.

The Gordon Baking Co., for Silvercup Bread through N. W. Ayer & Son is using eight New York stations on a 13 week contract. Approximately 70 spots per week will be used in addition to participation shows.

A third major bakery concern, Continental Baking Co., New York, on behalf of Wonder Bread, is using an intensive spot campaign in New York in addition to participations on such shows as *The Herb Sheldon Show*, on WJZ for 22 weeks. Ted Bates Co., New York is the agency.

The Ward Baking Co. through its J. Walter Thompson Co., New York, will use six or seven stations in New York on behalf of Tip Top Bread with spot announcements and participations. Contracts are for several weeks.

Drake Bakeries Inc., New York, through Young & Rubicam, same city, has started spot announcement campaign. Approximately 27 announcements per day are used on 20 stations. Contracts are from two to three weeks.

Foreign Broadcasters

A GROUP of German and Austrian broadcasters currently is visiting the United States under sponsorship of the American Military Government and the U. S. Office of Education for a special two-month training program in American radio. Course is being given by the Bureau of Applied Social Research at Columbia U.

NAB MEETING

Cott Committee Convenes

NAB's Unaffiliated Stations Executive Committee, headed by Ted Cott, vice president in charge of programs, WNEW New York, will hold a two-day meeting beginning today (July 25) at NAB Washington headquarters. The agenda was not disclosed.

However, it was understood that Mr. Cott may discuss questions bearing on NAB's program functions formerly under Program Dept., now deleted under NAB's authorized reorganization plan to go into effect Aug. 1. Functions of the department have been shifted to other divisions and departments, with NAB main departments now reduced to six [BROADCASTING, July 18]. Mr. Cott had served as a member of the program division.

The committee also is expected to discuss topics, site and times for future meetings, and also the committee's part in the 1950 annual convention, to be held at Chicago's Stevens Hotel next spring. An NAB convention committee will meet soon in Chicago, it was said, to formulate plans.

NAB also disclosed that a news conference will be held at New York's Waldorf-Astoria Hotel this Thursday when President Justin Miller is expected to discuss the changes contemplated under NAB's reorganization, for the benefit of New York trade and news editors.

QUARTZ PROCESS

Army Treats Crystals

U. S. ARMY Signal Corps announced last week that a new development in the processing of quartz crystals may make it possible to crowd more radio and television channels into the ether.

The Signal Corps' process is said virtually to eliminate the aging characteristics of quartz crystals.

The new process involves placing finished blank crystals in a conveyor belt, similar to that used in an automobile assembly line, and drawing them through an electrically heated oven for periods of from two to three hours. Then the crystals are subjected to exactly controlled cooling for 24 hours.

Office Guild Talks

RADIO GUILD of United Office and Professional Workers, CIO, has begun wage negotiations at WMCA New York for a 15% increase and at WOR New York for a $10 weekly increase for maintenance workers. A union spokesman reported WOR was standing pat on conditions of the old contract, while WMCA talks were making some progress. The guild also has started preparations for negotiations this fall with CBS where its contract expires December 1.

IOWA WOMEN SPEND 5½ HOURS PER DAY WITH RADIO!

A RECENT New York University Survey reveals that the average American adult listens to the radio 12 to 14 hours a week.

Iowa women listen to their radios an average of 5 hours and 25 minutes each *weekday* —or more than a third of their waking hours! In the State's largest cities, the figure is 6 hours and 26 minutes; on farms, it's 5 hours and 40 minutes.

Throughout the State, men listen less than women, but even they spend 3 hours and 28 minutes *per day* at their radios!

These and many other *valuable* facts about Iowa radio listening habits are taken from the 1948 Edition of the famed Iowa Radio Audience Survey.* Write to us or Free & Peters for your free copy. Your request will also reserve for you a copy of the 1949 Survey, to be published this Fall.

* The 1948 Iowa Radio Audience Survey is a "*must*" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

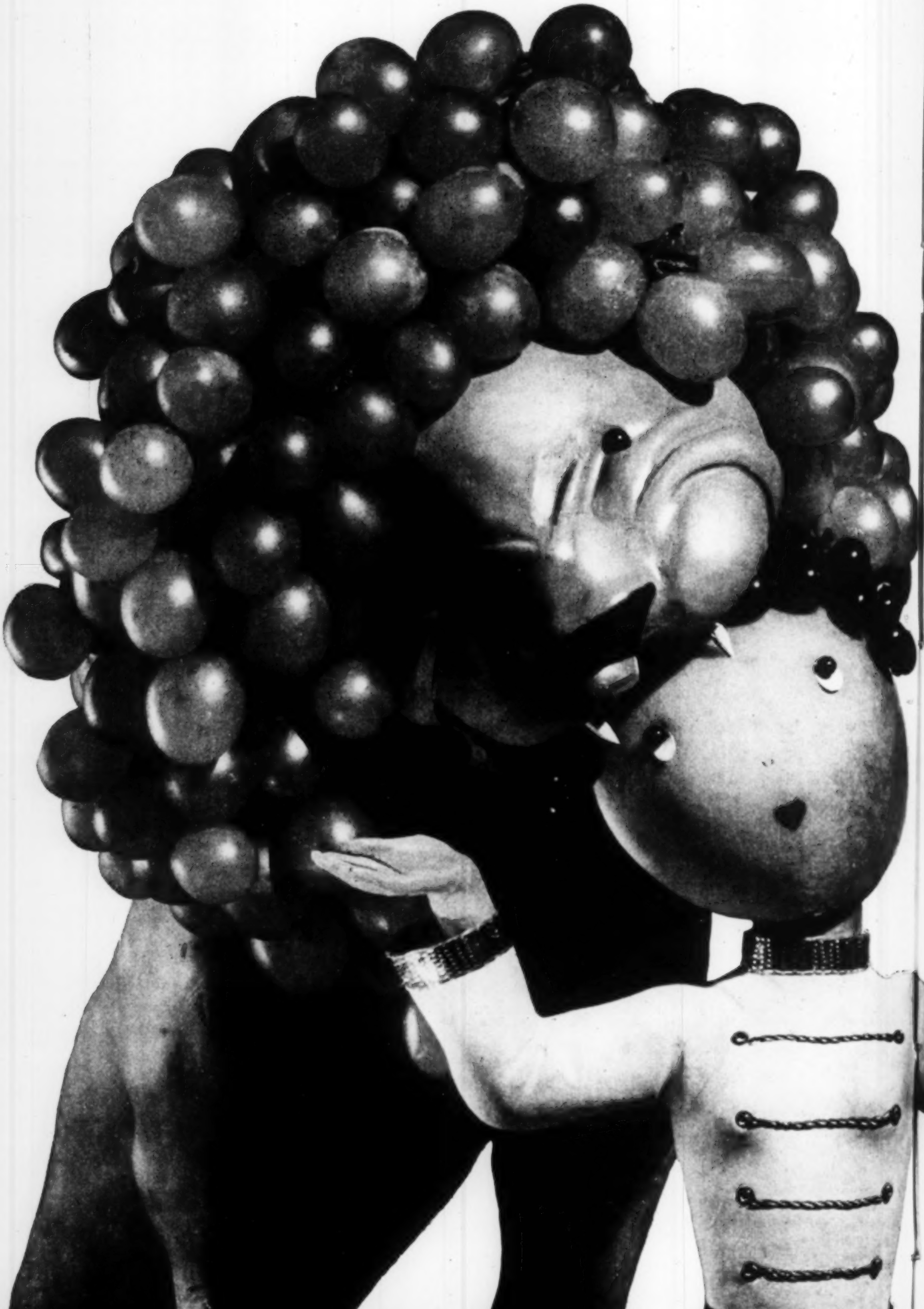
+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

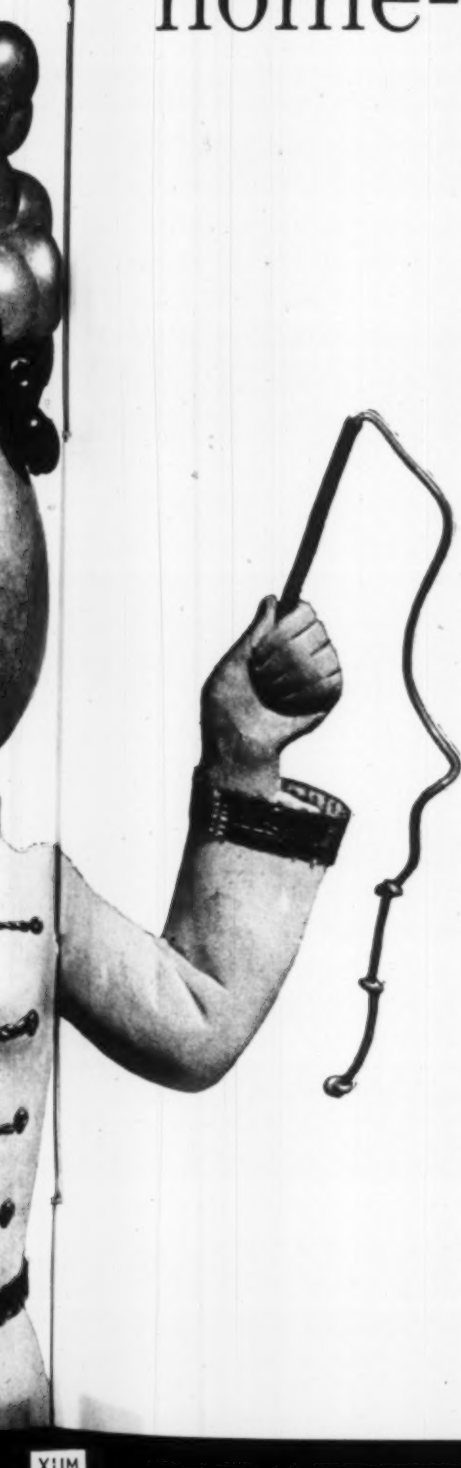
FREE & PETERS, INC.
National Representatives

XUM



XUM

Ever try home-grown talent?



It scared a Cincinnati greeting card manufacturer.* He thought buying a local live talent show in a far-off market – Boston – was like putting his head in a lion's mouth . . . too risky.

Until Radio Sales showed him it wasn't a gamble at all.

A Radio Sales Account Executive played him an audition record of "Uncle Elmer's Song Circle" on WEEI. Pointed out the natural tie-in between his sales story and the show. Furnished him with proof of its pulling power. The pay off . . .

The manufacturer bought this WEEI local live talent program. And his New England sales hit an all-time high! That was four years ago. He's *still* on – because sales are still climbing.

No wonder national spot advertisers now sponsor more than 750 local live talent broadcasts each week on the stations represented by Radio Sales. Their sales curves prove that you can get a sales-effective performance with local *live* talent supplied by Radio Sales. Without a bit of a risk.

RADIO SALES

Radio and Television Stations Representative . . . CBS

Radio Sales represents the best radio station – the CBS one of course – in Boston, New York*, Washington, D. C., Philadelphia*, Richmond, the Carolinas*, Alabama*, St. Louis, Chicago, Minneapolis-St. Paul, Salt Lake City*, Los Angeles*, San Francisco, and the West Coast's leading regional network. (*And the best TV station in these markets.)

A real life story

Editorial

McGrath's Wrath

SOME STATIONS are playing with matches around a keg loaded with political dynamite. They are charging premium—oftimes double—rates for time purchased for political broadcasts. It's a practice that stems from newspaper precedent, and an unsavory one in our judgment.

Most recent upshot is introduction of a mischievous and dangerous bill by Sen. Harold D. McGrath of Rhode Island, who doubles in brass as chairman of the Democratic National Committee. The bill would place sanctions upon stations charging more than card rates for political time, ranging from 30-day suspensions to revocation.

Mr. McGrath introduced the bill in high dudgeon, because of what has been transpiring in the special election in Pennsylvania, to fill the seat of the late Rep. Coffey, killed in a plane crash. Mr. Coffey's mother is a candidate, and Sen. McGrath has been active in her behalf.

It isn't enough to lick this bill on legal grounds—which probably could be done. The bill is dangerous because it reflects a growing sentiment in Congress. It is dangerous because it proposes to fix rates for time. It veers toward placing radio on a common carrier footing. It would be but a short haul to fix rates for other classes of program sponsorship. That is not "Radio by the American Plan."

Sen. McGrath's irritation is understandable. Stations can argue that there's more economic justification for it in radio than in newspapers, because it entails program cancellations, revision of schedules, and other out-of-pocket. But to us, it's penny wise and pound foolish.

We think stations should see to it that they are reimbursed, including all extra expense. But the card rate should apply. And we're confident that Sen. McGrath and other fair-minded legislators will agree that stations are entitled to that money, cash-in-advance.

Ole Man Volga

THE COMMUNIST party line, heretofore reasonably content to attack American "imperialism" and Wall Street, by not so devious methods, appears to have lengthened its "cultural" string to encompass radio.

At a meeting in New York a fortnight ago, sponsored by the so-called Committee for the Negro in Arts, such Negro performers as Paul Robeson and Canada Lee hurled invective at American radio. Actor Lee said radio has a "lynch mentality"; that it seeks to distort and conceal Negro problems and fails to hire qualified Negro workers. And Singer Robeson seemed to echo the crimson-hued words of the Kremlin, having only recently returned from a tour of the Soviet.

If Robeson & Co. think they can do better in the Soviet, they should try it. Can they name any stars of Soviet radio of their race? Or any race other than those propagandists of the Foreign Commissariat? Don't they know what happened to Cardinal Mindszenty of Hungary, supposedly a Sovereign nation? He didn't act or sing. He was a preacher of the Gospel.

We're not sure we understand what these men, who are not content with their attainments in the arts, are talking about. But we are reasonably certain that over there they could have been "liquidated" for what they said over here.

Whither NAB?

THE NEXT few weeks will tell the story of the "streamlined" NAB. Will it be revitalized to fit the blueprint drafted at Portsmouth? Or has it become so deeply entangled in its own red tape that nothing short of a fresh start will do?

The board gave to President Justin Miller a project, not a *fait accompli*. It is for him to complete. He must undertake it without the assistance of A. D. (Jess) Willard, who, as executive vice president, directed the day-to-day operations of the NAB during Judge Miller's four years of stewardship. Judge Miller now personally assumes those functions.

Judge Miller has a tough job. He has made a formidable start with the appointment of Ralph W. Hardy, one of radio's outstanding young men, as director of the newly created Audio Division.

After Judge Miller realigns personnel to conform with the new organization chart, his task is membership. He must seek to hold present members and get new ones. He must broaden the membership scope to embrace more TV and FM stations. His opportunity will come during the district meetings beginning in September, where non-member stations also will be invited to a portion of the business sessions.

One of the first tasks is to separate the Broadcast Advertising Bureau from the NAB. The board postponed action because it felt first things should come first, and that BAB should take root under the NAB aegis before embarking upon the Herculean task of getting business for broadcasting and of necessity seeking to divert it from the printed media.

Broadcasters should not delude themselves about BAB. A number of the recent newspaper-station resignations may be traced to BAB's advent. A hard-hitting BAB perforce will fight newspapers, magazines and other media. Most newspapers won't stand still while their radio dollars through an NAB-controlled BAB are at war with their newspaper dollars via their Bureau of Advertising, which, incidentally, is separated from the American Newspaper Publishers' Assn.

BAB, like Broadcast Music Inc., should be separately financed. Those stations which subscribe should call the shots. The NAB need not become enmeshed in newspaper-radio controversy where business competition is concerned. The common battleground is freedom of radio and those collateral functions applicable to every licensee in every mass radio medium, whatever his related businesses.

Stemming from a successful and independent BAB—perhaps later incorporating the more desirable aspects of Broadcast Measurement Bureau—should come survey standards which would deliver radio from the utterly fantastic situation which places the operations of networks and stations alike at the whim of private organizations. Today there are several survey organizations which are cursed or blessed depending upon whose ox is gored—and upon whose sometimes conflicting outputs time is bought and sold.

But that's another installment.

The NAB, to hold the membership line and attract new members, must return to fundamental trade association concepts—legislation, lobbying, regulation, and related functions applicable to AM, FM and TV alike. It must cease trying to be all things to all radio people. The Portsmouth Mandate so decrees. By following it the NAB can again become a Badge of Honor to be proudly displayed by enterprising stations of all classes.

Our Respects To—

DAVID EMRICH WEGLEIN

RETIREMENT in the lives of most men is a time for closing busy careers and beginning a period of quiet, earned relaxation. But not so with Dr. David Emrich Weglein. When in 1946 Dr. Weglein retired as superintendent of Baltimore City Schools, a position he had held for 21 years, these words were written for the occasion: "His characteristics . . . may be briefly summarized in the words—competence, courage, common sense, and endless capacity for hard work."

Today, in his role as public service counselor for WBAL WBAL-TV Baltimore, the words still apply to Dr. Weglein. His period of retirement was virtually non-existent. The desire for quiet, earned relaxation was overcome by the "endless capacity for hard work." On April 14, 1947 Dr. Weglein accepted his present position with WBAL.

Although his radio career had a rather late beginning, Dr. Weglein's vast experience in educational fields, his ready grasp of rapid developments in science, and his ability to utilize those developments for the best interests of the public, have made him one of the most important public figures in Baltimore's radio and television circles today.

An example of this progressive thinking can be found in an experiment he recently launched in cooperation with several Baltimore schools.

Dr. Weglein arranged to have various instructors give brief lessons on their subjects before WBAL-TV's cameras in the station's studios. Television receivers were then set up in school classrooms, and the lessons were incorporated into the regular teaching periods at the schools.

At the close of the series in June, a committee from the board of education met with Dr. Weglein to study the effectiveness of the television lessons. Whole hearted support of the project was voiced by the committee and plans are being made to continue and expand the in-school televiewing during the coming school semester.

Dr. Weglein feels that such a plan will have several advantages. For one thing, he points out, some laboratory experiments require scarce or expensive equipment not accessible to all schools. Television can solve that problem easily, he says. Just put the teacher and the equipment in front of a camera, telecast them, and the instruction immediately becomes available to every student in the city.

Such innovations and advanced thinking do not seem particularly remarkable to the Doctor. They are merely a continuation of the policy he pursued for more than 50 years as

(Continued on page 36)

Do you share with Robert Browning the belief that "there is no truer truth obtainable by man than comes of music"? Over half a million New York families do. They seek that truest truth in the fine music that comes always over WQXR and WQXR-FM. So constantly do they seek it that no other stations can reach them so effectively. For the advertiser, these are New York's choice families, too . . . people who love good things as they love good music, and can afford to buy them. For the advertiser, these families form one of the choicest markets within this biggest and busiest of all markets. You'll find it profitable to ask us to tell you more.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Respects

(Continued from page 34)

a Baltimore educator.

Born in Baltimore on June 10, 1876, David Weglein attended public schools there and graduated from Baltimore City College. He received his A.B. degree from Johns Hopkins U., his M.A. at Columbia U. and his Ph.D. from Johns Hopkins.

Dr. Weglein began his teaching career as vice principal of a Baltimore elementary school. He then became a member of the faculty of the Baltimore Training School for Teachers and was later promoted to instructor and Head of Department in the Baltimore City College.

Promotions came rapidly to Educator Weglein. He became principal of Western High School, assistant superintendent of schools, first assistant superintendent of schools, and, in November 1925, superintendent of Baltimore City Schools, a position he retained until his retirement on July 1, 1946.

The interval between "retirement" and joining WBAL was not a period of idleness for Dr. Weglein. Throughout his teaching and administrative career he was active in the Dept. of Education at Johns Hopkins U. and during the year 1946-'47 he was educational consultant in the U. S. Office of Education in Washington, D. C.

Since 1947, when he became public service counselor for WBAL WBAL-TV, he has been responsible for arranging broadcasts bringing Baltimoreans the opinions and ideas of the city's top educational, cultural and civic leaders.

The belief that accomplishment merits recognition has long been a guiding policy of Dr. Weglein's. Putting this theory into practice, he was responsible in 1947 for inaugurating the WBAL Merit Awards. These honors are awarded regularly for outstanding achievement in various fields—civic activities, government, business and industry, medicine, education, social welfare, and agriculture.

Encourage Avhievements

Purpose of the Merit Awards is to encourage and recognize the achievements of Maryland men, women and organizations who "at this very moment . . . are working toward goals that will contribute to a new and better world of tomorrow." The individuals or organizations to be so honored are selected by three-member committees representing each of the fields. Dr. Weglein serves as chairman of the committees and as WBAL's representative in the project.

Dr. Weglein outwardly gives little indication of the tremendous energy and determination characteristic of his work. The results, however, speak for themselves.

As is to be expected, the Doctor also is active in civic and fraternal organizations. He is a member of Phi Beta Kappa and Phi Delta Kappa. Club memberships include the Rotary, Civitan, University and Johns Hopkins Clubs. He is former president of the Middle States Assn. of Colleges and Secondary Schools, former president of the Maryland State Teachers Assn. and of the Educational Society of Baltimore.

Dr. Weglein was at one time chairman of the board of the Baltimore Safety Council and is still active in its program. For some years he has been chairman of the Junior Red Cross in Baltimore, is interested in Boy Scouts work and has taken part in numerous civic activities such as the Community Chest.

A bachelor, Dr. Weglein describes his hobbies as reading, music, motion pictures, and, of course, radio.

Many words of praise for Dr. Weglein were written when he retired as school superintendent. Like the brief summarization of his characteristics, these words from the publication *School Executive*, written in 1946, still stand:

"No man has ever given more of his time and energy to a job than has Dr. Weglein. The task of superintendent of schools in a large city is a heavy one. He knew no restricted hours of service, and recognized that no phase of the city's program was too limited to merit his attention.

"Not only was Dr. Weglein interested in Baltimore, but he gave generously of his time, advice and service to study national problems. Probably no other man has ever been called upon as frequently or rendered services more constructively or more unselfishly than has Dr. Weglein in representing the needs of education in the national councils."

Today at the age of 73, Dr. Weglein's "endless capacity for hard work" continues to make him one of the guiding lights of education—now, education by radio and television.

First 15 Program Hooperatings—July 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	YEAR AGO + or —	YEAR AGO Pos.
Walter Winchell	273	Kaiser-Frazer (Weintraub)	11.9	12.0	—0.1	1
Orig. bcst. 10.7						
Added by 2d 1.2†						
Crime Photographer	149	Toni Co.-Div. Gillette (FC&B)	9.3	7.4	+1.9	8
Mr. District Attorney	160	Bristol-Myers (DC&S)	9.2	8.2	+1.0	5
Mr. Keen	149	Whitehall Pharmacal (D-F-S)	8.9	6.6	+2.3	14
Big Story	162	American Cigarette & Cigar Co. (SSC&B)	8.1	6.9	+1.2	9
Louella Parsons	259	Andrew Jergens (Orr)	7.9	5.6	+2.3	26
Henry Morgan	160	Bristol-Myers (Y&R)	7.9	—	—	—
Horace Heidt	162	Philip Morris & Co. (Biow)	7.5	8.1	—0.6	6
First Nighter	61	Campana Sales Co. (W-F-H)	7.4	—	—	—
Stop the Music (8-9 p.m.)	182					
(8-8:15, 6.2)		P. Lorillard (L&M)	7.3	8.9	—1.6	2
(8:15-8:30, 5.7)	182	Eversharp (Biow)				
(8:30-8:45, 9.1)	187	Speidel Co. (C&P)				
(8:45-9, 8.3)	182	P. Lorillard (L&M)				
Mystery Theatre	149	Sterling Drug (D-F-S)	7.3	5.7	+1.6	24
Mr. & Mrs. North	151	Cog.-Palm.-Peet (S&M)	7.0	6.2	+0.8	19
Take It or Leave It	164	Eversharp (Biow)	6.9	8.8	—1.9	3
The Fat Man	216	Norwich Pharmacal (Gumbinner)	6.8	8.4	—1.6	4
This Is Your F.B.I.	263	Equitable Life Assurance Society (W&L)	6.5	7.9	—1.4	7
Break the Bank	218	Bristol-Myers (DC&S)	6.5	6.8	—0.3	12

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

Top Ten Daytime Hooperatings—July 15

Program	Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	YEAR AGO + or —	YEAR AGO Pos.
When A Girl Marries	77	General Mills Sales (B&B for Diamond Crystal Salt, Y&R for Calumet & Swansdown)	6.5	6.1	+0.4	1
Stella Dallas	146	Sterling Drug (D-F-S)	6.3	5.8	+0.5	3
Romance of Helen Trent	85	Whitehall Pharmacal (D-F-S)	6.2	5.3	+0.9	12
Arthur Godfrey (10:15-11:30 a.m.)	169	Lee Pharmacal (D-F-S)	6.0	5.4	+0.6	10
(10:15-10:30, 4.2)						
(10:30-10:45, 5.9)	169	Gold Seal Wax (C-M)				
(10:45-11, 6.4)	168	National Biscuit (M-E)				
(11-11:30, 6.6)	174	Liggett & Myers (N-E)				
Our Gal, Sunday	84	Whitehall Pharmacal (D-F-S)	6.0	5.6	+0.4	5
Young Dr. Malone	83	Procter & Gamble (Compton)	6.0	5.7	+0.3	4
Young Widder Brown	146	Sterling Drug (D-F-S)	5.9	4.6	+1.3	17
Ma Perkins (CBS)	81	Procter & Gamble (D-F-S)	5.9	5.2	+0.7	13
Big Sister	93	Procter & Gamble (Compton)	5.9	5.5	+0.4	8
Pepper Young's Family	153	Procter & Gamble (P&R)	5.7	5.9	—0.2	2

TEST HOURS

Would Curtail Operations

PROPOSED rules changes by FCC relating to program and equipment tests will have detrimental effects on specified hours and daytime only station, FCC was advised last week.

Guilford Jameson, president of the Federal Communications Bar Assn., and the Washington law firm of Haley, McKenna & Wilkinson pointed out that the proposed changes would prevent daytime or specified hours stations from commencing operation before 6 a.m. local standard time. At present they may commence as early as 4 a.m. during some six months of the year.

The present rule allows testing from midnight to local sunrise while the new rule would designate 1-6 a.m. local standard time and would prevent any programming during this time by other than full-time stations [BROADCASTING, June 13].

KTHS CASE

FCC Hit on Ruling

CHARGE that FCC was violating its own multiple ownership rule and unjustly failing to abide by issues it had declared in the proceeding was made before the Commission by Hot Springs Broadcasting Co. in oral argument last week in the Hot Springs, Ark., 1090 kc case.

Hot Springs Broadcasting, headed by Publisher C. E. Palmer and the former Gov. Carl E. Bailey of Arkansas, received proposed denial for new station in Hot Springs on 1090 kc with 50 kw. The decision would grant Publisher John D. Ewing's KTHS Hot Springs switch to West Memphis with power increase on 1090 kc to 50 kw day, 25 kw night, and would grant the same interests a new station at Hot Springs on 550 kc with 5 kw day, 1 kw night, to replace KTHS [BROADCASTING, April 4].

Paul D. P. Spearman, Washington counsel for the Palmer group, at the argument on Tuesday verbally lashed the Commission for its ruling. He contended the Ewing interests would not have been favored over his client if the Commission had not compared the two proposals of the KTHS group, and the resulting coverage gains, to the single proposal of Hot Springs Broadcasting. William C. Fitts, New York attorney, defended the FCC finding in behalf of KTHS. Milton Kibler, Washington, appeared for WMFJ Daytona Beach, Fla., which received proposed denial also for 1090 kc.

At the same session argument also was heard in the Wilkes-Barre and Scranton, Pa., 590 kc case. FCC proposed to grant WARM Scranton switch from 250 w on 1400 kc to 5 kw on 590 kc, directional, and deny WBAX Wilkes-Barre switch from 250 w on 1240 kc to 1 kw on 590 kc [BROADCASTING, April 4]. John P. Southmayd, WBAX counsel, held that WARM could not maintain the high efficiency of the antenna system it proposed and therefore service would be diminished. WARM was represented by Maurice Jansky.

On Monday the Commission heard argument on its proposed denial of power boost on 1140 kc to KSOO Sioux Falls, S. D. WRVA Richmond was intervenor.

No WHMA Interest

R. A. DAVIDSON, general manager of WHTB Talladega, Ala., and who fortnight ago was granted permission by FCC to acquire 60% interest in that station, has never owned any interest in WHMA Anniston, Ala. In FCC Roundup item on WHTB transfer of control, it was incorrectly reported that he held 60% interest in WHMA [BROADCASTING, July 11]. Mr. Davidson was commercial manager of WHMA from Sept. 1946 to Sept. 1948, FCC records show.

THACKREY

Seeks Hearing Dispensation

IN LAST minute effort to secure definite FCC action before Aug. 1 expiration date for sales contract, Mrs. Dorothy Schiff Thackrey last week petitioned the Commission to dispense with hearing on the $1,045,000 sale of her KLAC-AM-TV Los Angeles and KYA San Francisco to Warner Bros. Pictures. FCC set the case for hearing because of the anti-trust question involving the movie firm [BROADCASTING, July 18].

Mrs. Thackrey specifically asked the Commission to dispense with the hearing in the case and hear it in oral argument instead. She also asked that the parties be directed to submit in writing at the oral argument all the additional information FCC has indicated it wished and that the argument be designated for such a date as would enable the Commission to determine the case before Aug. 1.

If the Commission does not act by that date, FCC was informed, "petitioner will suffer heavy losses and will be seriously prejudiced." Mrs. Thackrey pointed out that the sale is conditioned upon FCC approval and becomes void if FCC denies the transfers or takes no action by the deadline date.

The petition further gave an alternative request. FCC was asked to reconsider its order setting the case for hearing and that the parties be directed to submit in writing such information as is necessary in such time to get a decision by Aug. 1. The petition asks that the transfer applications be "granted or denied without hearing" on the basis of information now in them or which would be supplied.

WQXR

Asks WPTR Stay Order

STAY ORDER which WQXR New York sought against commencement of program tests by WPTR Albany, N. Y., on new 50 kw operation on 1540 kc was denied last Wednesday by the U. S. Court of Appeals for the District of Columbia.

Following brief argument at which FCC and WPTR were also represented, the court upheld the Commission's earlier refusal of a stay against the Albany outlet [BROADCASTING, July 11]. WQXR has an appeal pending in the court against the grant of power increase to WPTR on grounds such operation would cause objectionable interference to its present coverage. WQXR is assigned 10 kw on 1560 kc fulltime.

SPECIAL broadcast of championship races in Milwaukee *Sentinel*-Chevrolet Soap Box Derby were presented over WISN Milwaukee yesterday (July 24).

Network Gross

(Continued from page 25)

the toiletries field, replacing Gillette and its Toni Co. subsidiary.

No major product group shows a serious drop in purchases of network advertising through May, although Drug advertising is mysteriously low considering the relatively high sales in the industry for the year. Television's bite into AM network radio has been small, and the recession in business has not hit the radio networks seriously.

* * *

TABLE III

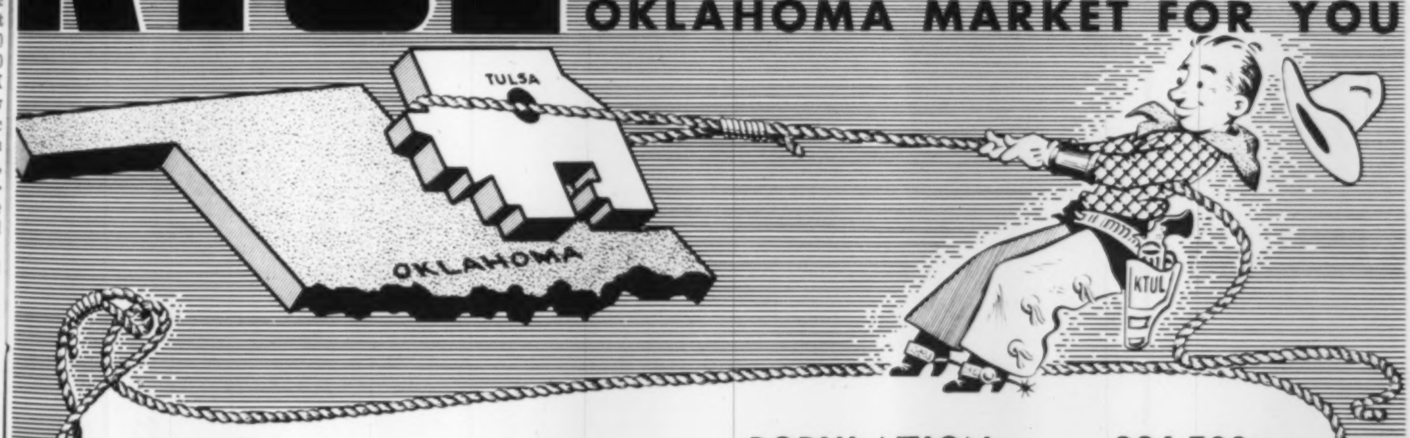
TOP NETWORK ADVERTISER FOR EACH PRODUCT GROUP IN MAY *

Class	Advertiser	Gross Time Purchased
Agriculture & Farming	Allis-Chalmers Mfg. Co.	533,162
Apparel, Footwear & Accessories	Frank H. Lee Co.	41,452
Automotive, Automotive Accessories & Equip.	Ford Motor Co.	211,408
Aviation, Aviation Accessories & Equip.	———	———
Beer, Wine, & Liquor	Pabst Sales Co.	58,380
Building Materials, Equipment & Fixtures	Johns-Manville Corp.	101,980
Confectionary & Soft Drinks	Coca-Cola Co.	167,511
Consumer Service	Electric Companies Advertising Program	83,202
Drug & Remedies	Sterling Drug Co.	597,719
Entertainment & Amusements	———	———
Food & Food Products	General Foods Corp.	619,894
Gasoline, Lubricants & Other Fuels	Sun Oil Co.	88,832
Horticulture	Ferry-Morse Seed Co.	17,244
Household Equipment & Supplies	General Electric Co.	232,222
Household Furnishings	International Silver Co.	70,150
Industrial Materials	U. S. Steel Corp.	146,235
Insurance	Prudential Insurance Co. of America	172,449
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	95,286
Office Equipment, Stationery & Writing Supplies	Eversharp Inc.	84,025
Publishing & Media	Christian Science Publishing Co.	31,000
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	Philco Corp.	65,088
Retail Stores	First National Stores	5,496
Smoking Materials	Liggett & Myers Tobacco Co.	459,674
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,053,225
Sporting Goods & Toys	———	———
Toiletries & Toilet Goods	Lever Bros. Co.	527,603
Transportation, Travel & Resorts	Assn. of American Railroads	87,036
Miscellaneous	Lutheran Laymen's League	39,995

---

* Source: Publishers Information Bureau

KTUL HAS CORRALLED THIS BIG $870,000,000 OKLAHOMA MARKET FOR YOU



RETAIL SALES	$682,310,000
FOOD SALES	156,427,000
DRUG SALES	24,420,000
FARM INCOME	199,710,000

Estimates from SRDS Consumer Markets, 1949-50

POPULATION 984,500

RADIO HOMES 242,044

KTUL TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, *Vice Pres. & Gen. Mgr.*

Deadlines for FCC?

(Continued from page 23)

"the end-product of a decade of Congressional investigations, studies, hearings, and reports by committees in both Houses of Congress."

The Committee's abandonment of the two-panel system envisioned in the earlier version came as no surprise, inasmuch as Sen. McFarland himself, as well as other committeemen, had questioned its value. Retention of the staff reorganization plan was equally unsurprising.

Under this plan, the present organization of the staff into Legal, Engineering, and Accounting bureaus would be abandoned and functional divisions would be set up, each containing lawyers, engineers, and accountants. The three presumably would be Broadcasting, Common Carrier, and Safety and Special Services. Additional divisions might be set up to handle work which cuts across these three main divisions or which does not lend itself to handling by an integrated divisional group.

In support of the plan, the committee noted the mounting backlog of cases under the present arrangement whereby each of the three professional bureaus passes independently upon applications. Declaring that, whatever the reason, "hearing cases rarely get out in less than two years," the committee continued:

> **Moreover, under this system, the three bureaus have become self-contained and independent little kingdoms, each jealously guarding its own field of operations and able to exercise almost dictatorial control over the expedition of a case. They can, and have, set at naught the best efforts of individual Commissioners to spur action.**
>
> **Whether or not these bureaus also have been effective agents in preventing the Commission from achieving its own reorganization is not clear. . . . But no chairman of the Commission in recent times who has attempted to undertake reorganization has been able to secure agreements on details from a majority of his colleagues. Each individual Commissioner gives lip service to the need for reorganization but balks at some particular provision.**

Review Staff Set

The establishment of a special review staff responsible directly to the Commission is linked with the divisional setup and is designed to assure separation of the prosecutory and judicial functions. The review staff—FCC itself created one a few weeks ago—would be composed of legal, engineering, and accounting personnel whose sole function would be to "prepare and review decisions, orders, rules, and other memoranda as the Commission shall direct."

Appointment of special legal assistants for the Commissioners—another move which the Commisison itself has made—also is a phase of the program to lessen the influence of the regular staff upon the Commission and to lighten the Commissioners' individual workloads.

The "objective" of final action on non-hearing "original application, renewal and transfer cases" in three months and on "all" hearing cases within six months from the hearing was characterized as a "fair time limit" by the committee, which felt that "citizens and taxpayers are entitled to greater consideration and better service from the Government" than they have been getting from FCC.

HARRY WISMER (r), nationally known network sports commentator and general manager of WJR Detroit, presents Walter C. Laidlaw, vice president and general manager of United Foundation, with a check for $1,000 for the foundation's fall campaign. The money had accumulated in a jackpot built up on WJR's *Anything Goes* program.

The limitations on job-jumping by both Commissioners and key personnel, plus the proposed pay raises, were viewed as effective means of curtailing the practice of using Commission posts as stepping stones to more lucrative industry jobs and, on the part of industry, of hiring FCC members and personnel "with the obvious purpose of benefitting themselves, perhaps unfairly, through the influence" that such Commissioners or personnel may have on the FCC.

The committee pointed out that its proposal with respect to Commissioners would not prevent a member from resigning at any time. "But if he resigned after one year following enactment of this Act and before his term of office had expired, he could not accept a position for the unserved portion of his term of office with any person who comes under the jurisdiction of the Communications Act," the report explained.

The committee also tightened the bill's language on employment of temporary personnel, stipulating that they are to be employed for specific special service and nothing else. This is to make clear "that such temporary employes cannot become in effect permanent employes in the guise of holding temporary appointments."

Elimination of the requirement that action on renewals be governed by the same considerations applicable to original applications was described as a time-saver which "does not in any way impair the Commission's right and duty to consider . . . . the overall performance of [a] station against the broad standard of public interest, convenience, and necessity."

The new section on hearing procedures would require FCC, when it cannot make a grant without hearing, to notify the applicant and other known parties in interest, specifying the reasons before designating the case for hearing. A new step inserted in the revised version would provide opportunity for the applicant to reply in an effort to show that hearing is not necessary.

The proposed new "protest rule," the committee explained, "merely insures that if the Commission grants a license or other type of authorization without a hearing, the grant will remain subject to protest under oath for a 30-day period by any party in interest." In event of protest FCC would be required to decide within 15 days whether a hearing was necessary or not.

Such transfer procedures as the Avco Rule, which FCC dropped on its own motion a few weeks ago, would be precluded by a change stipulating that transfers be approved "upon finding by the Commission that the proposed transferee or assignee possesses the qualifications required of an original permittee or licensee." The procedure would be that provided for action on original applications.

Would Mark Victory

Enactment of the new anti-trust provision would mark a victory long sought by industry leaders. It would eliminate the "double jeopardy" which exists by virtue of the existing provision permitting FCC to revoke the license of any person whom the courts have found guilty in anti-trust proceedings. The courts' authority to revoke licenses in such cases would be retained; FCC's would be stricken.

"The modification proposed merely prohibits the Commission from instituting its own anti-trust proceeding," the committee explained. But it was quick to add that the change would "in no way" impair FCC's right to consider the effect of anti-trust violations upon an applicant's character qualifications—as it currently is doing in its investigation of motion picture producers and others involved in anti-trust decisions.

The revocations and cease-and-desist provisions are substantially the same as originally proposed. Normally the cease-and-desist method would precede revocation proceedings; but a new provision has been added so that, where there is a need for immediate action, revocation can be instituted by show-cause order. At present, revocation is the only penalty for violators of radio laws or rules, whether the breach is major or minor. Cease-and-desist proceedings could be instituted for less serious violations; failure to observe a cease-and-desist order would be one of the grounds for revocation.

The appeals section, unchanged from the earlier version, would limit judicial review of all cases involving the exercise of FCC's radio licensing power to the U. S. Court of Appeals for the District of Columbia; provide for appeal direct from the Court of Appeals to the U. S. Supreme Court on revocations and non-renewals, and for Supreme Court review of other cases upon writ of certiorari, as at present.

Provisions on hearings are designed to assure separation of the prosecutory and judicial functions. All FCC hearings of a judicial or quasi-judicial nature would have to be held before the full Commission or one or more examiners, not a single Commissioner. "This is important," the committee held, "because it is impossible for the Commission to review the preliminary or intermediate report of one of its members with the same degree of objectivity or fairness with which it reviews the report of an examiner."

The hearing officer or officers would file an intermediate report which, as in the case of the initial decisions which they currently issue, would be subject to review by the Commission upon the filing of exceptions by any party to the proceeding.

A great deal of the McFarland Bill incorporates non-policy provisions of the White Bill of 1947-48 and much of it, particularly the appellate portion, reflects work done by the Federal Communications Bar Assn. and individual attorneys over a period of years. The measure won broad industry approval during the hearings, with opposition and counter-suggestions coming principally from FCC and, with respect to sections having anti-trust implications, the Justice Dept.

Upcoming

- Aug. 2-3: Audio-Visual and Radio Education State Directors conference, Chicago.
- Aug. 8-19: Summer School of Christian Radio, Moody Bible Institute, Chicago.
- Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.
- Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
- Aug. 29: FCC TV UHF-VHF Allocations Hearing, FCC Hdqrs., Washington.
- Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
- Sept. 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
- Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
- Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
- Sept. 15-16: Joint board meeting of U.S Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
- Sept. 18-20: Advertising Federation of America's Southwest District meeting, Biltmore Hotel, Oklahoma City.
- Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
- Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
- Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.
- Oct. 16-19: Pacific Coast Council of Southern California AAAA chapter convention, Arrowhead Springs Hotel, Arrowhead Springs, Calif.
- Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.

SPACE BUYERS Radio, TV Use of Press Up 683%

RADIO and television increased its advertising in newspapers 683.1% in 1948 over 1939—more than any other product classification.

That figure was announced by Bureau of Advertising, American Newspaper Publishers Association, last week in its report, "Expenditures of National Advertisers in Newspapers: 1948."

In all, radio and television bought $14,401,000 in space from newspapers in 1948. Undoubtedly, however, the figures are higher, since the ANPA estimates only included national advertisers who bought $25,000 or more space.

The $14,401,000 figure was broken down as follows: Set advertisements, $10,479,000; station advertisements, $3,736,000; miscellaneous radio, $186,000.

Two networks appeared in the ANPA Bureau's figures: NBC with $62,270, and ABC with $25,027.

The ANPA Bureau's report cited "spectacular increases" in the expenditures of the top four newspaper space buyers in 1948 over their 1939 figures. They were:

	1939	1948
General Motors Corp.	$9,136,853	15,282,575
Procter & Gamble Co.,	3,143,057	8,373,006
Colgate-Palmolive-Peet	2,127,298	7,969,983
Lever Bros.	2,900,401	7,216,128

[Analysis by BROADCASTING of the expenditures of the top four newspaper space buyers reveals that their purchases were not made at the expense of the radio dollar. Their network radio expenditures also increased significantly, as follows:

	1939	1948
General Motors Corp.	**$ 19,983**	**1,976,769**
Procter & Gamble	**8,769,135**	**18,199,384**
Colgate-Palmolive-Peet	**2,749,733**	**4,342,245**
Lever Bros.	**3,392,672**	**5,317,036]**

The report was called by the ANPA Bureau the first comprehensive study on advertisers' newspaper expenditures since 1944. The Bureau expects to resume its publication on an annual basis.

In a foreword, the Bureau characterized the report "as detailed documentation of a year in which national advertisers expressed their faith in the efficacy of newspaper advertising far more eloquently, with their dollars, than any year on record.

"The record of 1948 is shown," the Bureau continued, "in the rise of national advertisers' total newspaper investments from only $169,000,000 in 1939, the last year unaffected to any marked degree by World War II, to the $389,261,000 of 1948."

[Radio network billings in the same period went from $83,113,813 in 1939 to $154,648,181 in 1948, according to an analysis by BROADCASTING.]

In all, the Bureau reported on 1,102 advertisers and 2,536 individual products or services in 1948 as compared with 649 advertisers and 1,695 products or services in 1939.

Among the radio and television space buyers:

Admiral Corp.	$1,086,970
Admiral Radio	546,601
Admiral Radio & Television	258,885
Admiral Refrigerator	31,490
Admiral Television	249,994
Andrea Radio Corp. (Television)	35,744
Crosley Radio	359,199
Crosley Television	125,265
Bendix Aviation Corp. (radios)	98,357
DuMont Laboratories Inc. (Television)	234,137
Emerson Radio & Phonograph Corp.	134,574
Emerson Radio & Television	24,643
Emerson Television Sets	20,510
Emerson Radios	89,421
Farnsworth Television & Radio Corp.	42,689
Capehart Radio Sets	17,255
Farnsworth Radio Sets	20,032
Farnsworth Radio & Television	5,402
General Electric (radio)	433,333
General Electric (television)	371,283
Motorola Inc.	430,914
Radio Sets	82,084
Radio and Television Sets	179,257
Television Sets	169,573
Philco (radio)	1,179,201
Philco (radio and television)	171,968
Philco (television)	1,477,827
Radio Corp. of America (radio)	290,250
Radio Corp. of America (television)	914,944
Sparks-Withington Co. (Spartan radios)	67,711
Stromberg-Carlson Co.	259,592
Radios	129,251
Radio and Television	28,398
Television	101,943
Westinghouse Electric Corp. (radio)	212,090
Westinghouse Electric Corp. (radio and television)	24,102
Westinghouse Electric Corp. (television)	50,834
Zenith Radio Corp. (radio)	111,647
Zenith Radio Corp. (television)	419

WOW APPEALS

FCC's KCSJ Ruling

NOTICE of appeal was filed by WOW Omaha with U. S. Court of Appeals for the District of Columbia last week against FCC's ruling which denied protection from operation of KCSJ Pueblo, Col. [BROADCASTING, July 4].

Filed by Paul M. Segal, Washington counsel, the notice charged FCC acted unlawfully and beyond its statutory authority in denying WOW's request that alleged objectional interference from KCSJ be corrected.

WOW is assigned 5 kw fulltime on 590 kc while KCSJ is assigned 1 kw on that channel, directional at night.

POLITICAL RATES

Industry Protests McGrath Bill

STANDARD RATES bill to cover political broadcasts, introduced July 13 by Sen. J. Howard McGrath (D-R. I.), leading Democratic figure, last week brought on broadcasters' protests in wires to U. S. Senators and opposition "to its principle" from the NAB.

Despite pressure to push it through, the measure (S 2254) was believed to enjoy little chance for passage. Spokesmen for the Senate Interstate & Foreign Commerce Committee, to which it was referred, said it had not been discussed by committee members in meeting, and could not say when or if it might be.

Senator McGrath's bill would prohibit stations from charging in excess of regular rates for broadcasters and invoke penalties ranging from 30 days' license suspension to indefinite suspension and possible revocation. Only such added charges as a station would stand to lose through cancellation of another program could be levied. Sen. McGrath is chairman of the Democratic National Committee. [BROADCASTING, July 18].

Urge Defeat

Wires protesting the bill and urging its defeat were sent by Tom Watson Jr., general manager, WSWN Belle Glade, Fla. to Sen. Spessard L. Holland and Sen. Claude Pepper, Florida's two Democrats; and by Rex Howell, general manager, KFXJ Grand Junction, Col. to Sen. Eugene Milliken (R-Co.) and Sen. Edwin C. Johnson (D-Col.).

NAB issued a statement through Don Petty, its general counsel, proclaiming its opposition "to the principle of Congress setting rates when it hadn't exercised similar prerogatives in other media." The matter currently is under study, it added.

Mr. Watson asserted that premium radio political rates are "justified by inconvenience of handling," and felt that competition in the radio industry "will act as an equalizer." He noted that premium newspaper political rates are a "time-honored tradition," and said passage of Sen. McGrath's bill would be a "niggardly move by an honored group of radio's seasonal political customers."

Mr. Howell cited what he called a "dangerous step" in the direction of government controlled broadcasting. Maintaining he does not condone discriminatory practices by stations, he said the bill would give "authenticity to the public utility concept now erroneously held by a few who would seek government control in all of its phases including business aspects."

Doubts 'Basis of Law'

He doubted the proposed measure had any "basis of law established in the Comunications Act as now constituted" and suggested Senators Milliken and Johnson investigate the matter. (Senator McGrath's legislation would amend the Communications Act.)

Meanwhile WCRO Johnstown, Pa. said it had been examining its rate structure with special reference to purchase of political time, and will charge candidates for political office "the same rates as other purchasers of commercial time." Time bought locally, WCRO explained, will be covered by local station card rates while time purchased by national organizations will fall under its national card scale.

WCRO's management felt the procedure is "a practical one, not only fair and equitable to all parties concerned, but consistent with its responsibilities as a broadcaster in the public interest." WCRO is one of those stations referred to but not identified by Sen. McGrath and Sen. Francis Myer (D-Pa.) when they alluded to station practices, according to the Democratic National Committee.

MONOPOLY

Hill Seeks NAB Testimony

THE HOUSE Judiciary subcommittee on monopoly power disclosed last week it had invited NAB to appear before it sometime this fall, tentatively for the beginning of its second set of hearings as part of its anti-trust study.

The committee's general counsel, C. Murray Bernhardt, wrote to NAB President Justin Miller asking him to appear on behalf of the broadcasting industry. However, Judge Miller reportedly was "not available" because of the pressure of heavy duties, and Don Petty, association's chief counsel, indicated to the subcommittee either he or another representative would attend. Suggested date of the appearance of the NAB official was not disclosed.

The monopoly group previously had indicated it was considering an invitation to a high network representative, possibly NBC President Niles Trammell [BROADCASTING, July 18]. It felt, however, that it would be more feasible not to confine the testimony to that of one network head but rather to solicit the views of the parent organization of a majority of broadcasters.

Radio Appearance Shelved

The tentative plan to call radio into the picture during the present series of hearings also has been shelved, Mr. Bernhardt revealed, unless some of the witnesses presently scheduled to appear inject the radio issue, which he thought highly unlikely. The slate of invitations already has been filled. He said it still was too early to discuss plans for the fall but that additional persons will be added when the radio hearing and agenda take shape.

Meanwhile the subcommittee last week continued its thrice-weekly meetings during which Dr. John Blair, FTC's chief of the Division of Economics, testified, along with Adolph Berle, former assistant Secretary of State, and Ellis Arnall, former governor of Georgia.

'HOT' MONTH

WDVA Sales Soar in June

Congratulations are extended by WDVA General Manager Emerson J. Pryor (l) to Mr. Springer.

* * *

JUNE was a hot month in Danville, Va., but WDVA's sales department was even hotter. Commercial Manager Roy Springer and Sales Representatives Buck Hurd and Eddie Allgood accounted for $33,106.40 in contract renewals and $18,806.40 in new business for a $51,912.80 total.

Bill Ashworth, promotion director, points out that although WDVA was just two years old June 29, sales for June placed it in the larger station class.

COLOR TV

Wash.-Balto. Test Okayed

PLANS for experimental color telecasts from Baltimore to Washington were revealed in an application filed with FCC last Thursday by the *Sunpapers*' WMAR-TV Baltimore. FCC promptly authorized the tests.

The colorcasts will demonstrate surgical and medical techniques at Johns Hopkins Hospital in Baltimore, using color pickup facilities and special receivers employed in the Atlantic City demonstration before the American Medical Assn. earlier this summer [BROADCASTING, June 6, 13]. CBS color experts would again supervise the demonstration. It would be distinguished from the Atlantic City operations, however, in that WMAR-TV's regular transmitter (Channel 2) rather than point-to-point relay would be used. The CBS sequential system would be used.

E. K. Jett, former FCC Commissioner who is vice president and director of radio for the *Sunpapers*, said owners of conventional TV sets, by tuning the vertical control, would see four miniature black-and-white pictures on their screens.

Parallel arrangements were completed Friday by General Manager Kenneth H. Berkely of the Washington *Evening Star* stations whereby WMAL-TV Washington would retransmit in black-and-white the WMAR-TV signals from an off-the-air pickup, with color to be added at the reception point—the National Guard Armory.

FCC members and other goverment dignitaries will be invited to witness the demonstrations.

WMAR-TV was authorized to make its tests between 10 a.m. and 2 p.m. on Aug. 17, 18, 19. If they achieve the expected success, permission will then be sought for color demonstrations before the American Medical Assn. meeting to be held in the Armory in Washington Dec. 6, 7, 8.

Images picked up by color cameras at Johns Hopkins Hospital would be sent via WMAR-TV's microwave mobile unit to the station's regular transmitter atop the Mathieson Bldg. in Baltimore for broadcast transmission. The color pickup equipment and special receivers are owned by Smith, Kline & French Labs, pharmaceutical manufacturers, which sponsored the Atlantic City demonstrations.

TV MUSIC

NAB Committee Confers On ASCAP Terms

NAB Television Music Committee met Thursday in New York to review terms of the blanket licenses for the use of ASCAP music on television and to discuss terms which should be included in the per program TV licenses.

A practical agreement has been reached with ASCAP on the blanket licenses, which are to run five years and to call for payments figured on the same basis as the ASCAP licenses for sound broadcasting plus an extra 10% for the video use. Talks about per program licenses, however, have just commenced between Robert P. Myers, NBC assistant general attorney, chairman of the NAB committee, and Herman Finkelstein, resident attorney for ASCAP.

When the two committees have reached an agreement on both license forms, ASCAP will then go to its membership for new agreements from the members, authorizing the society to handle the enlarged TV rights required by the proposed licenses and for a five-year period. ASCAP's current agreements with its members covered only limited use of their music on telecasts and run only until the end of next year.

Pending completion of the licenses by the committees, it is anticipated that ASCAP will continue to grant further extensions to its present TV licenses which currently are scheduled to end Aug. 1. Extensions cost ASCAP nothing as the terms of the new licenses will be retroactive to Jan. 1, 1949. Failure of an extension would be tantamount to a declaration of war on ASCAP's part as it would immediately bar all ASCAP music from all TV programs. Such a move is therefore extremely unlikely to occur unless it is preceded by a complete breakdown in negotiations which is certainly not anticipated at this time. An earlier impasse last May was resolved when a committee of top network executives, technically attempting only to negotiate licenses for their TV networks, was able to work out with ASCAP a basic formula for the blanket licenses which was subsequently made the industry pattern.

Task of translating that general formula into concrete contract provisions has been handled largely by Mr. Myers and Mr. Finklestein who have spent days, nights and weekends working out the necessary details. These two attorneys will probably bear the brunt of the detail work on the per program licenses as well, although Mr. Myers told BROADCASTING that as the per program licenses are a matter of more moment to individual stations than to the networks, which will doubtless all adopt the blanket licenses, he will call freely on the individual station representatives on his committee for counsel along the way.

Final Forms

Final license forms will of course be gone into fully by the whole committee before they are submitted to the TV broadcasters.

NAB Television Music Committee members are: Chairman Myers; Julius F. Brauner, CBS; Robert L. Coe, WPIX (TV) New York; William Fay, WHAM-TV Rochester, N. Y.; Clair R. McCollough, WGAL Lancaster, Pa.; Joseph A. McDonald, ABC; Theodore C. Streibert, WOR-TV New York; Don B. Tatum, Mutual-Don Lee.

PROPOSALS OFF

Two Grants Set Aside

TWO PROPOSED decisions were set aside by FCC last week for further hearing in view of site difficulties caused by CAA disapproval of proposed locations.

Proposed grant to Belleville, Ill., *News-Democrat* for 1 kw on 1260 kc, directional night [BROADCASTING, Dec. 20, 1948], and proposed grant to Radio Modesto Inc. for 1 kw on 1360 kc at Modesto, Calif. [BROADCASTING, Feb. 7], were both set aside. Also involved was proposed denial to WTMV East St. Louis, Ill., to switch from 250 w on 1490 kc to 1 kw on 1260 kc and proposed denial of Frank M. Helm for the 1360 kc assignment at Modesto.

In a separate ruling the Commission made final its proposed denial of 250 w on 1230 kc to Hobart G. Stephenson Jr. at St. Louis. FCC found he had not filed exceptions to the proposed ruling in the St. Louis area case.

In both cases the Commission allowed applicants 60 days to file amendments pertaining to new sites which would be satisfactory.

WHO To Aid Tests

WHO Des Moines' *How's the Weather* broadcast will attempt to perform another public service of an unusual nature in the near future. Two Iowa State College students are to conduct cosmic ray experiments by periodic release of balloons containing scientific instruments. The college researchers and Des Moines Weather Bureau have asked WHO to help them obtain through broadcast appeals as high percentage of recovery as possible, after the balloons have burst, dropping the instruments back to earth.

TBA REQUEST

For TV Thaw Denied

FCC last week denied Television Broadcasters Assn.'s request for a partial lifting of the TV freeze [BROADCASTING, June 20, July 4], after a study of its proposed new UHF-VHF allocations plan indicated that only three applications in two cities mentioned by TBA could be granted without hearing.

The Commission wrote TBA President J. R. Poppele that it is "keenly aware of the considerations that inspired your letter, and at any future date would be glad to consider any further proposals you may make. It is of the opinion, however, that any partial lifting of the freeze should be on as broad a basis as feasible and should include as many areas of the country as possible."

Previous Request

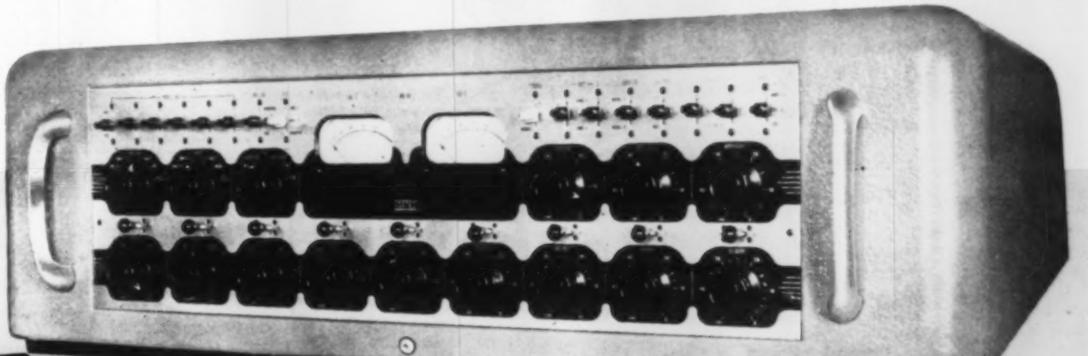
In advance of the new UHF-VHF allocation proposal [BROADCASTING, July 18], TBA had requested that the freeze be removed from 22 channels in 11 market areas where, the association claimed, there is sufficient co-channel separation to permit grants at once. FCC reserved judgment pending completion of the new allocation plan. The cities were Amarillo, Denver, El Paso, Sacramento, Salt Lake City, Corpus Christi, San Diego, San Francisco, Seattle, Stockton (Calif.), and Tacoma.

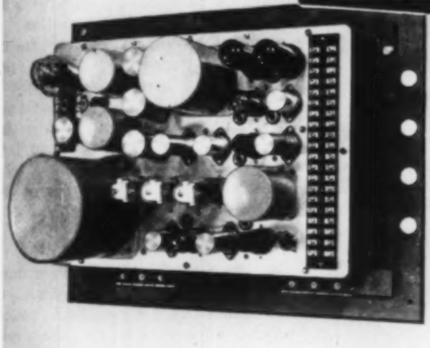
In its letter to Mr. Poppele, FCC noted that TBA proposed to unfreeze Channels 3, 6, and 10 in Sacramento but that the new allocation plan would delete Channel 3, leaving three applications pending for two channels. In San Diego, there are five applicants for two available channels under the revised allocation.

Except for three applications which might be granted in Amarillo and Corpus Christi without hearing, the Commission continued, "similar situations exist in the other cities" mentioned in the TBA letter.

CONVENIENCE WHERE IT COUNTS

THIS SA-50 DUAL CHANNEL CONSOLE GIVES YOU . . . . . . More Flexibility . . . . Better Identification of Control Functions . . . . VU Meter in Each Program Circuit . . . . Easier Maintenance





This unit goes with the SA-50. It's the wall mounting power supply which also contains the audition amplifier and cueing amplifier,--- you get quieter operation because all high level circuits are kept away from the sensitive program channels.

"Well styled, easy to use," - - that's always the first comment about the SA-50 Console,---you can see it's well stated from the above illustration.

The SA-50 Console is your answer to good program handling,---because more and better control facilities are at your operator's fingertips.

High fidelity amplifiers housed in the "tip-back" cast aluminum cabinet and matched in the best manner assure the highest quality, low noise and distortion and long life.

Words say so little,---get the complete picture on the SA-50 Console, write today and get complete information on this better way of studio control.

Gates Radio Company

**Quincy
Illinois**

Eastern Zone Office
GATES RADIO COMPANY
Warner Building
Washington 4, D. C.

Export Office
Rocke International
13 E. 40th Street
New York 16, N. Y.

ALLOCATION FUROR

Industry Carefully Studies Proposals

PROTESTS bristling with charges of illegality and monopoly were mounting last week over FCC's UHF-VHF television plan [BROADCASTING, July 18], while communications engineers' and lawyers' associations were planning special meetings to fine-comb the proposal.

The already broad scope of the proceeding meanwhile was expanded by the Commission with calls for data on network facilities from common carriers, and details on the findings of the 32 experimental television licensees and permittees. FCC asked AT&T bluntly to explain the failure of its current intercity facilities to accommodate the full 4.5 mc television bandwidth, and called upon both the telephone company and Western Union for statements on prospects for network facilities for color.

President Guilford Jameson of the Federal Communications Bar Assn. said the FCBA Practices and Procedures Committee under Leonard H. Marks is making studies directed particularly against FCC's plan to write the allocations table into the rules, and that he would ask that the time for filing comments be extended from Aug. 8 to Sept. 15. The executive committee of the Assn. of Federal Communications Consulting Engineers scheduled a meeting for Tuesday (July 26) to review FCC's proposal in detail, and it seemed likely that this session also would produce a request for delay in the proceedings.

Deadlines for Comments, Replies

FCC's hearing is slated to start Aug. 29, with Aug. 8 as deadline for comments and Aug. 19 for replies. Though Commission authorities did not appear to favor postponements based on only one or two requests, it was thought they would honor any general demand with a "reasonable" postponement. One engineering firm, Kear & Kennedy, has asked that the time for comments be delayed to Sept. 11, and several others reportedly were planning similar requests individually.

Two weeks of study of the Commission's far-reaching plan to open up 42 six-megacycle UHF channels to augment the present 12 of the VHF generated widespread and frequently bitter complaints. Chiefly they related to the unavailability of UHF equipment and the uncertainty as to when it can be ready, with estimates ranging from one year to several.

In this light, it was argued that the allocation plan violates the "equitable distribution" requirements of the Communications Act by giving some communities "usable" channels and others "unusable" ones. Similarly it was felt that the plan engenders monopoly by permitting entrenchment of VHF stations.

In what appeared to be the first comments formally filed with the Commission, Attorney Paul M. Segal on behalf of the Toledo Blade Co. outlined objections which seem likely to be heard in many cases when the hearing gets under way. In opposition to the proposal to assign one VHF and two UHF channels to Toledo, Mr. Segal noted:

> Equipment is not available, nor will it likely be soon available for any adequate transmission or reception at the UH frequencies.
>
> This will result in a monopoly of access to the public by the existing VHF station.
>
> It will moreover slacken the sale and distribution of now-available and now-marketable receiving sets, it being the fact that the public is reluctant to purchase receiving apparatus where no choice of programs is available.
>
> If and when UHF broadcasting becomes practicable, there will be imposed upon the residents of Toledo the necessity of using two receivers and two antennas to receive any competitive service. Should practicable converters at reasonable prices ever become available, the availability of them would be a mere palliative.
>
> If three is to be the number of channels for Toledo, they should all be in one range or the other; anything else is bad allocation, disrupts competition, establishes disparate coverages and imposes undue burdens upon the public and the licensees.

Dr. Allen B. DuMont, of Allen B. DuMont Labs, felt at least two or three years would pass before UHF operations could reach the practical stage. He noted that his company is rebroadcasting its WABD (TV) New York signals on a UHF transmitter whose power thus far has reached only 40 w, though he hoped to boost this to 300 w by the end of the year. The 40 w power, he said, gives coverage of two or three miles.

There was frequent complaint about the intermixture of UHF and VHF, which occurs in about 115 communities in the allocations table. Many engineers thought this unnecssarily high and very undesirable from an economic standpoint particularly, though Dr. DuMont commended FCC for not mixing assignments in New York and other major VHF cities.

It was also brought out that almost half of the table's cities of more than 10,000 population have no VHF channel and only a single UHF assignment, and that there seems little relationship, in the allocation plan, between a community's population and the number of channels it is allotted.

The proposal to incorporate the allocations table into the rules, thus permitting changes only by formal rule-making proceedings, was under heavy fire. This plan was protested vigorously in legal circles when it was first advanced a year ago, and plans were on foot to reaffirm and if possible intensify that opposition.

Mr. Marks, chairman of the FCBA Practices and Procedures Committee, said his group plans to ask the FCBA Executive Committee for authority to prepare a brief claiming the proposal is illegal in that it would limit an applicant's right to a hearing and would not meet the Communications Act's requirement that allocations be made in accordance with demand.

There also were contentions that freezing the allocations table as FCC proposes would violate the Administrative Procedure Act because there could be no appeal from the rule-making processes through which all requests for changes would be handled.

The formal views of AFCCE must await Tuesday's meeting of the engineers' executive committee under the chairmanship of Glenn D. Gillett and vice chairmanship of A. D. Ring. But individually many consultants let it be known they are not pleased with FCC's proposals.

Many felt UHF is not yet ready; that the allocation plan is not sound; that it reflects too great haste and too little regard for economic or practical problems, particularly where UHF channels are allocated in areas adjacent to large VHF-only communities; that

(Continued on page 85)

CABLE HOURS

Division of P.M. Time Set On N.Y.-Chicago Circuit

AFTER two weeks of daily meetings, representatives of the TV networks and AT&T have worked out a division of the evening hours of video time on the coaxial cable circuits between New York and Chicago for the period starting Sept. 1 and ending Dec. 31. New line-up succeeds the present cable time division which runs through Aug. 31.

Unsettled matters of daytime hours and of some of the auxiliary legs connecting with the main cable route will be taken up at further meetings to be held this week. The evening hour allocations were considered the major problem, however.

Reason that these negotiations are necessary is the lack of circuits available for TV program transmission between the East and Midwest. Two westbound circuits are available to the video broadcasters on a 24-hour, seven-day basis; one additional west-bound circuit is available after 6 p.m. and one eastbound circuit also after 6 p.m. On weekends when the telephone traffic is less, additional circuits may be secured for TV use.

With four TV networks already operating, three circuits out of New York, where most of TV's live programs originate, are obviously not enough to go around without some sharing. WPIX (TV) New York entered earlier cable allocation discussions but subsequently withdrew its requests for cable time and did not re-enter them for the fall months. WOR-TV New York, which expects to be on the air this fall and anticipates feeding programs to and receiving them from its sister TV station, WOIC (TV) Washington, has participated in the present negotiations.

Since WOR-TV will not be on the air with program service when the new plan goes into effect Sept. 1, station did not share in the schedule, but it is understood that it will get cable time.

* * *

WESTBOUND—NEW YORK TO CHICAGO

TIME	SUN	MON	TUE	WED	THU	FRI	SAT
5-5.30	ACN	NC *	NC *	NC *	NC *	NC *	ACN
5.30-6	ACN	AN *	AN *	AN *	AN *	AN *	ACN
6-6.30	AND	ACD	ACD	ACD	ACD	ACD	ACN
6.30-7	ACD	NCD	NCD	NCD	NCD	NCD	ACN
7-7.30	ACD	ACD	ACD	ACD	ACD	ACD	ACN
7.30-7.45	ACD	ACN	ACN	ACN	ACN	ACN	ACN
7.45-8	ACD	CND	AND	CND	AND	CND	ACN
8-8.30	ACN	CND	AND	ACD	ADC	CND	ADC
8.30-9	DCN	CNA	AND	ANC	ANC	AND	ACD
9-9.30	ACN	CND	NCD	ANC	AND	ACD	AND
9.30-10	ACN	CND	ANC	NCD	ANC	NCD	AND
10-11	ACD	ACD	BCD	NCD	ANC	ANC	ACN

* Only two circuits available before 6 P.M., Monday through Friday.

EASTBOUND—CHICAGO TO NEW YORK

TIME	SUN	MON	TUE	WED	THU	FRI	SAT
5-5.30	A						A
5.30-6	A						A
6-6.30	A	N	N	N	N	N	A
6.30-7	N	A	A	A	A	A	A
7-7.30	N	N	N	N	N	N	N
7.30-7.45	C	A	A	A	A	A	A
7.45-8	C	N	N	N	A	N	A
8-8.30	D	A	A	N	N	A	N
8.30-9	A	D	D	D	D	C	N
9-9.30	D	A	A	D	C	N	C
9.30-10	D	A	D	A	D	A	C
10-11	N	N	A	A	D	D	D

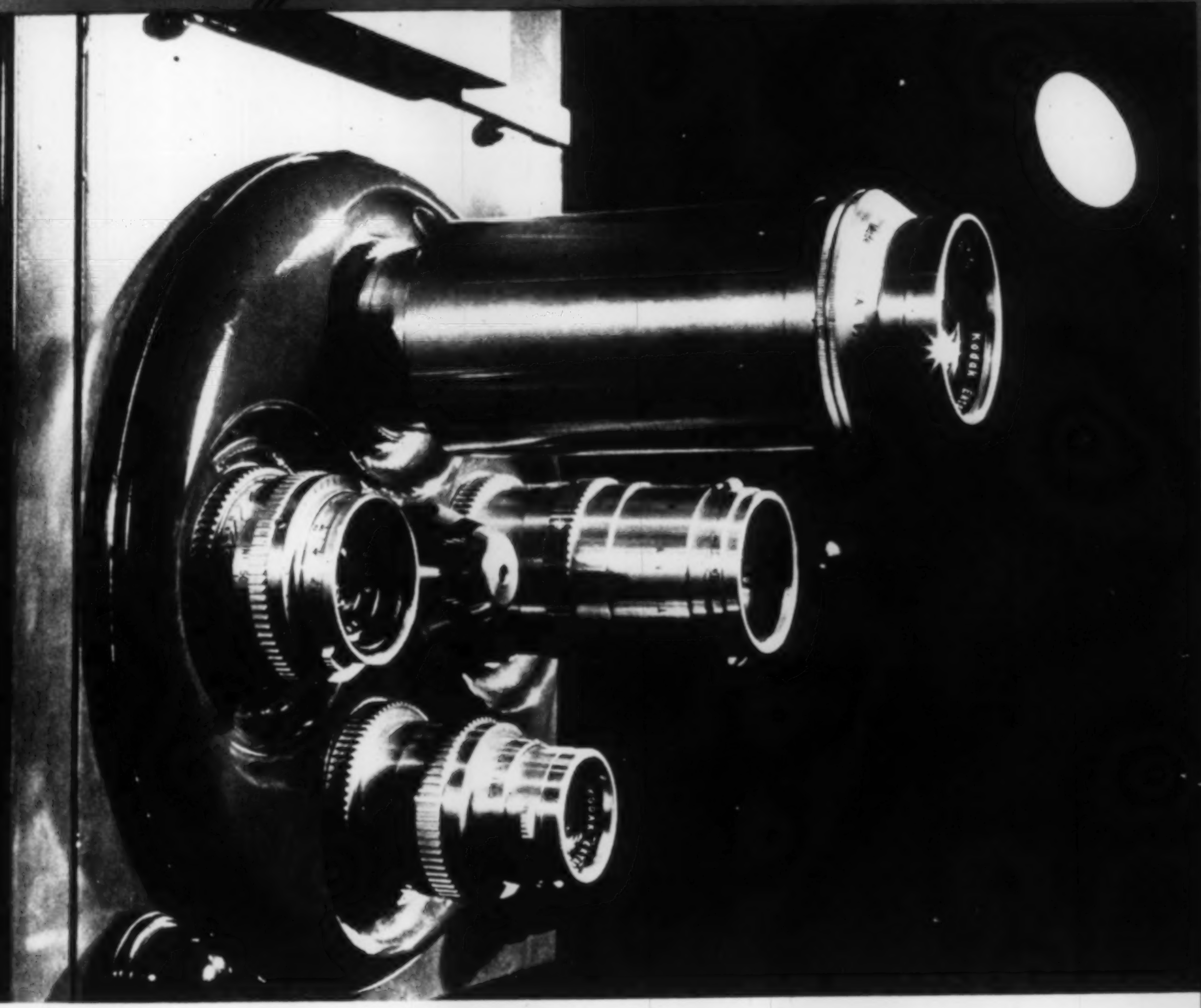
Eastbound cable not available before 6 P.M., Monday through Friday.

CODE: A—ABC; C—CBS; D—DUMONT; N—NBC.

JULY 25, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



More than meets the eye

More than cameras, or lights, or settings—
and NBC has the finest facilities the industry can offer . . .
more than any of these, it's *experience* that makes
NBC programs the most viewable in television.
For back of the varied skills of the NBC engineer, producer, director and
cameraman are *more than twenty years* of NBC-RCA experiments in
sight-and-sound . . . a continual refinement of technique that sets your
NBC program in a class by itself . . . ***on America's No. 1 Television Network.***

WHAT'S NEW IN TELEVISION? *Take a Look at WPTZ!*

When it's "Carol Calling"...

Customers Do the Answering!

"Carol Calling" is a twice-weekly WPTZ program featuring pert Carol Reed. Built specifically for participating spots, the program has been a success right from the start. For instance, here's a letter from Ralph A. Hart Advertising, agency for Mar-Clay Nylon Hosiery:

"Our clients, the makers of Mar-Clay Nylon Hosiery, began promoting their product in this market on a real scale just when the hosiery industry began to experience "dark days." As part of our campaign, we included a mere one spot per week participation on your "Carol Calling," expecting very little to happen from so small a schedule.

"To date, the number of actual accounts opened and directly traced to our one-per-week on WPTZ, has more than doubled those attributable to our various other forms of advertising COMBINED.

"We think you'll agree, it's things like this that make TV a 'must' in any aggressive advertiser's future plans. And this is just to make 'official' my statements to you on the 'phone the other day that we're ready to 'talk turkey' about a real TV schedule for Mar-Clay Nylons on WPTZ this fall."

"Carol Calling" is just one of WPTZ's participating programs which have been tailor-made to help advertisers reach the country's second largest TV audience effectively and at low cost. For spot availabilities on "Your Own Home," "The Girl Next Door," "Cartoon Comics," as well as "Carol Calling," get in touch with your NBC Spot Sales representative or call us direct.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

TELEVISION
AFFILIATE

A Service of Broadcasting Newsweekly TELECASTING

JULY 25, 1949

LOW-COST COMMERCIALS

McCagg Uses Models

ONE ANSWER to the problem of producing a television commercial at low-cost is to use the tricks of the scale model builders.

This is the premise of Martin M. Baker, in charge of the scale model department of McCagg Inc. (scale models), Mt. Kisco, N. Y.

On that premise, too, McCagg is making available to the needs of television, skills and facilities it once used to produce scale models for the Army and Navy.

Mr. Baker claims four chief advantages for use of models as part of a TV commercial: (1) low cost, (2) flexibility, (3) foolproof performance, and (4) viewer interest.

As an illustration of these advantages, Mr. Baker points to the use of a small cottage he made for NBC as part of the commercial on the Bonafide Mill's *Benny Rubin Show* (see illustration).

The cottage was used as part of a roofing materials commercial. Two live characters named "Wear" and "Tear" appeared in the commercial with the cottage, poured water on it, tried to set fire to it—all to illustrate the hardihood of the Bonafide product. The toy-like cottage produced a picture of considerable verisimilitude, and took its beating time after time. It was made of lucite and its shrubbery of sponge rubber. It cost $250.

Mr. Baker contends that the model made a better basis for a commercial than a film could have made. It looked real, it had the advantage of being susceptible to introduction of live characters, it could be shot from many angles, and the commercials could be varied if necessary.

Business of
Telecasting

One of a Series

Flexibility Important

The flexibility possible in use of models and displays is especially an important feature, Mr. Baker believes. He points to the Gulfpride Globe as a further illustration of this.

McCagg, at a cost of $220, made the Gulfpride Globe, a Young & Rubicam idea used on the *We, the People* and *Bob Smith* shows. It is actually a hemisphere, around which are set the words "The World's Finest," and atop of which sits a product. A small reduction motor at 10 rpm causes the hemisphere to rotate while the product itself stands still atop it. Currently the model is being used to sell Gulfpride motor oil, but other products could be substituted for the can of oil. It is also possible to introduce live characters, if necessary. Without that, however, the display still has motion, while at the same time the eye fixes on the stationary object—the product to be sold.

Diorama Use

Still further to illustrate the flexibility possible for models, Mr. Baker points to a diorama his company did for NBC for its sustainer *The Clock.*

This is a 30 x 40 x 14 inch city skyline. The buildings are made of cardboard and plywood and are in relief. The diorama has become the theme-look of *The Clock* (see accompanying illustration). It cost $220.

This diorama can be changed considerably by moving buildings forward, backward, or out. Various mood effects can be created by lighting, to produce sunlight, cloud, fog. Other effects are possible by camera movements. The many uses inherent in its flexibility, according to Mr. Baker, could hardly be duplicated on film.

Meets TV Demands

The building of *The Clock* diorama also illustrated how quickly the model business can meet video's demands. He said the order for it was received on a Friday and the finished product was turned over on the next Monday.

Mr. Baker contends the possibilities of the scale model business have hardly been tapped yet for television. With puppets or figurines, also made by the model builders, together with motors, many kinds of animation are possible which would cost considerably if done by other means. Still other effects of animation are possible by making figures, furniture and other articles move or walk by use of magnets.

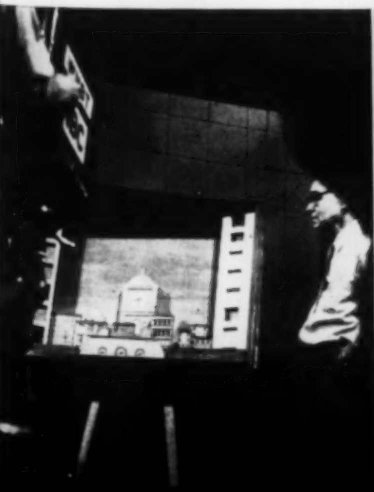
He believes that when the full possibilities of small-scale models are realized in TV they will become big-scale stuff.

'Li'l Abner' To TV

SAID to be the first character out of the "comics" to enter video in a regular series, "Li'l Abner" and his Dogpatch cronies will appear on the ABC-TV network beginning in September. ABC-TV has acquired exclusive rights to present the Al Capp strip, which will be done entirely with "live" actors, for which the network and producer, Mort Millman, are currently conducting an extensive search.

* * *

DIORAMA for *The Clock* show on NBC illustrates the flexibility of the use of scale models on television. By lighting, effects such as sunset, sunrise, cloud and fog can be produced to vary the atmosphere introducing the ensuing action. Walter O'Meara, NBC lighting engineer, looks on.



* * *

EDWARD K. McCAGG, president of McCagg Inc., scale model builders, is shown at work on a barroom scene. His company, once a big maker of models for the Army and Navy, now also is using its facilities for production of scale models for TV.

* * *

LUCITE scale model used for commercials on the NBC *Benny Rubin Show* by Bonafide Mills is used with live characters, "Wear" and "Tear," who illustrate hardiness of the Bonafide Mills roofing product. David Bashkow of NBC is in the photo.

SPORTS: THE WLWT TOUCH

Extensive Planning Is The Key

By

VERNON (RED) THORNBURGH

DIRECTOR OF SPORTS
WLW-T CINCINNATI

Cameras with good elevation catch the action at Crosley Field (baseball) and River Downs (racing)

* * *

TIME was when a sportscaster could fill the gaps in his knowledge by a flow of fast talk all about the home towns of players or what a nice day it was at the ball park. He could conjure up a word picture of intense grid rivalry or a battle of the boxing giants—eagerly, and with great feeling.

But now it's different. The lovely day at the ball park is nice to mention, but the fans, grouped around television sets, can see it.

Television fans can see what the AM sportscaster sees. Even better, because of the switch from camera angle to camera angle as the play changes.

Want Interpretation

What fans want is interpretative reporting—not mere description. They want to know what the quarterback or catcher is going to signal next. In other words, it's a "master-minding" operation for the video sportscaster. And he must know his game "backwards and forwards."

It would look silly to describe a 40-yard grid run when 100,000 people could see by television that it was only 30.

And that, roughly, is the major difference between television and radio. I think I've learned that difference, along with a group of die-hard cameramen and technicians at WLW-T. We spent a few months in 1947 floundering around with this new medium before we learned—the hard way. Admittedly, we have much yet to learn. But if the comments of fans, set-owners and sponsors are a guide, we're on our way.

I've been a radio sportscaster for years. I guess I'd qualify as a "veteran of the airwaves." Television entered the picture in August 1947, when Crosley Broadcasting Corp. President James D. Shouse asked me to head sports operations for W8XCT, WLW-T's experimental predecessor.

It was a new departure for me, one which has been as thrilling as it has been trying. Maybe our precociousness was a blessing; in fact, I'm sure it was in the light of what we learned through it.

Our remote equipment, the key to our sports door, arrived on Monday, Sept. 15, 1947. Three days later we set up at Crosley Field to catch the Cincinnati Reds in a practice game. The following Sunday we televised major league baseball for the first time in Ohio.

We may have been amateurs in television then, all of us, but we had an audience of 10,000 persons that day, just as eager and excited as we were. And there were fewer than 100 sets in the W8XCT area at that time.

Then, in rapid succession, we televised wrestling, football, an ice show, boxing, bowling, gymnastics, basketball, swimming, diving and table tennis. It was a hectic six months into which we crammed as much experience as we could—realizing that we would need know-how soon.

In the spring of 1948 W8XCT, became commercial station WLW-T. Since that time we have successfully televised harness racing, midget auto races and sportsmen's shows, in addition to the other seasonal sports we aired during that experimental period.

What we learned, we learned by constant experiment and change. Our operation, based on our own experience, is by no means perfect, but to the neophyte video station our history may be of interest.

Grid Illustration

Take our football operation as an illustration.

We began with the premise that most football fans don't know a T-formation from a single wing. Upon this concept we based a series of pre-game television features which were designed to inform.

Before every game I scheduled a little grid session to enlighten the fan about the game he would be watching the following Friday or Saturday. On the program football coaches and I showed the formations which would probably be used.

Another pre-game feature was a scouts' report, with the grid spies telling what to expect from next Saturday's opponent. Then, without tipping the hand of good old Homeville, the Homeville coaches illustrated the defenses they would use against State's offensive plays as outlined by the scouts.

About the stadiums we used:

All cameras, in televising a football game, are placed on the same side of the field, at about the midway stripe.

Cameras one and two cover about the same action, with one relieving the other. Camera one specialized in following the ball while two picked up shots of the ball carrier, action in the backfield and individual plays. Camera two had a 220 mm. lens, in addition to a 50, 90 and 135 mm. Hence its closeup function. Camera one, on the other hand, in addition to these three lenses, carries a 330 mm., which adequately takes in the kicker and the ball in flight.

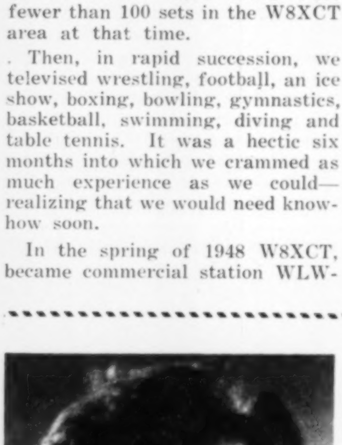
Second Camera's Function

Camera two is used to pick up the scoreboard, time clock, officials and occasionally to pan the crowd—especially after a touchdown.

Following are some effective shots and the corresponding lenses as used by WLW-T.

For the toss in midfield starting the game, we use a 330 mm. The men trotting out onto the field are covered by a 135 mm. lens. The playing field as a whole is shot in two different ways: in halves, with a 90 mm. on each camera picking up half of the field; or with a single 50 mm. shot taking in the entire field by itself. At the kickoff a 330 mm. lens (on camera one) takes the kicker and follows the ball. Immediately upon the kicking of the ball, I switch to camera two with a 135 mm. which shows the ball being caught and the interference forming. Then we go back to camera one for a closeup of the ball carrier and the tackle. During the later half of the '48 season we added a Zoomar lens, and the results were terrific.

In WLW-T's football telecasts I sit in the press box and carefully select the best image from two



RED THORNBURGH

VERNON (Red) Thornburgh is a TV sports director with a kaleidoscopic background embracing jobs as sound radio sportscaster, teacher of radio and radar, "ham" operator, and former athlete of considerable skill. He is well grounded in electronics in general and technical aspects of television in particular, and has announced major sports events on virtually every Cincinnati station, including WCPO where he originated bowling broadcasts. Mr. Thornburgh joined WLW-T in September 1947 as sports director for Crosley Broadcasting Corp. television, and earned a reputation for bringing a new procedure to sports telecasts. In the first of a series of two articles, he deals with station's techniques in covering of baseball and football events. Second article will touch on basketball, boxing, bowling, racing, billiards and other sports.

available to me at all times from the two cameras out on the field.

Xavier U.—seats 18,000 people, cameras' location is on the mid-stripe, 115 feet above the playing field and 90 feet from the side lines.

U. of Cincinnati—seats 30,000 people, cameras' location is on the mid-stripe, 90 feet above the playing field and 97 feet from the sidelines at the press box. Both U.C. and Xavier have excellent lighting systems for televising night games.

In football, which WLW-T televised regularly during the last season, the U. of Cincinnnati set an attendance record. This, with a team which even violent partisans admit was not outstanding.

My explanatory approach to football consisted of a series of cards with plays drawn on them. Before the game began, I displayed the cards and explained each one, with comemnts like "Watch for this wide run around left end by Xavier," or "The U. of Cincinnati uses the T as their offensive line-up."

Whenever a penalty was called on the field, I switched to a stationary camera for a card explaining the penalty. These cards had a simple drawing of a football official in the proper stance and a few words describing the penalty as: hands on hips—off side, a five-yard penalty.

Sports Show Promotes

Ticket sale promotion was used on a weekly TV sports program, *Football Close-Ups*. The program featured Lou Smith, sports writer for the *Cincinnati Enquirer;* Dan Tehan, outstanding football official; myself as television sports director, and either a coach or player from the local schools. The program content consisted of discussion of opponents' formation, their outstanding players and special emphasis on plays the opponent will use.

Now let's consider baseball.

The number one camera is located in the upper grandstand behind the home plate, about 75 feet from home plate. This camera is equipped with the following lenses: 50, 90, 135 and 220mm. or a Zoomar. The following sequence of operation is the same regardless of the lenses employed.

On camera one, the 50 mm. covers the entire field from its position, but it is valueless since players are reduced to the size of fly-specks. The 90 mm. gives complete infield coverage and players are just a little bigger on the screen. The 135 covers from behind second base to the umpire very well; this is the shot when runners are on bases. The 220 mm. gets even closer, covering the pitcher, batter and catcher—plus the umpire—when there is no play likely on the bases and interest is concentrated on the battery.

Televiewers see the pitcher warm up and deliver through the 220 mm. lens. This shot and the 135 are used a good 50% of the time on night telecasts.

The number one camera, in the upper grandstand, covers the ball on infield and outfield drives. When a double play happens on a grounder to shortstop with a man on first, camera number one is ready to cover it. Busy number one camera also has an excellent view of a throw to first by the pitcher or catcher while a runner is poised on first base. In an attempted steal, when the catcher tosses to second, camera number one is again ready.

During day games we use the Zoomar lenses on the #1 camera. The Zoomar gives us the same shots as above with the addition of being able to make every televiewer an umpire. With the Zoomar we are able to get an over-the-shoulder-shot of the umpire. If the batter connects it is a simple process of zooming to a wider angle for the flight of the ball and a close shot of the catch. Camera number two is set up in a box midway between home plate and first base. Its position is 40 feet above the playing field and 85 to 90 feet from the foul line. About 130 feet separate camera one from camera two. Camera two has three lenses identical to those on camera one: 50, 90 and 135 mm. The fourth lens differs. On camera two it is a 330 mm., excellent for following the batter as he walks from dugout to home plate, uses resin, hefts bats, etc. Camera two also follows the batter to first base. When a home run is pounded out, this same camera follows the batter in his tour of the bases and back into the dugout.

When a runner gets only as far as first base, camera two employs the 135 mm. lens to cover first and second base, almost master-minding a possible double play. On this particular shot, when the throw is from second base to first, the action is moving toward the camera, which makes a standout shot. If all the bases are loaded, camera two plays cagily, concentrating on the man on third in order to be in position for action at home plate.

Camera number three is planted alongside camera two in the box. As in the case of cameras one and two, its equipment is the same on 90, 135 and 220 mm. lenses. The fourth lens is a 430 mm. which picks up the pitcher on the mound. The 430 mm. lens is also ready to catch closeups of outfield fly balls, home runs and the scoreboard. It also will catch possible squabbles with the umpire. Camera three additionally watches relief pitchers warming up and follows them onto the mound. At the end of each half-inning, camera three focuses on the scoreboard and pans about the stands to pick up the faces of the crowd. After a homer or other dramatic play, the 430 mm. is used for the same crowd-reaction.

Special Booths Are Best

Ideally, I think television cameras should be placed in specially-constructed stands or boxes about the field. But that was a little impractical for us and we at WLW-T use the locations mentioned, the best possible without extra construction.

Although cameras two and three are separated from camera one, televiewers keep oriented since the telecameras are all on one side of the park.

I think this is an excellent rule of thumb in televising all sports: keep cameras close together and on the same side of the field so that the viewer's seat at home seems always in the same relative position.

Another "must" is that all persons connected with the telecast of a sport be familiar with it. A big order, perhaps, but the ability to understand and anticipate plays makes for a thorough camera coverage. The cameraman will be aided by a baseball-wise producer at the control panel, but cameramen, too, should know the difference between a bunt and a home run.

New-Type Signoff

NAMES of 25 Pennsylvania, Ohio and West Virginia newspapers which carry WDTV (TV) Pittsburgh program listings are announced each evening as a part of the station's signoff. Newspapers in the DuMont station's viewing area have been enthusiastic about the plan, WDTV General Manager Donald A. Stewart reports.

A briefing session with diagrams is invaluable to cameramen before the baseball—or any other sport—season opens. We have tried it and found the boys very interested in these sessions. Then before each game we remind them of their individual assignments, which they pass along to relief camera moves which correspond.

As the cameramen have been briefed, few plays are missed. The producer, necessarily, must be thoroughly familiar with players, managers and the game itself. His ideal spot is inside the ball park with a clear and unobstructed view of the diamond. The WLW-T setup, however, places me inside the mobile unit from which spot I must rely upon cameramen to follow instructions.

For example, here is a typical sequence of baseball plays with camera moves which correspond.

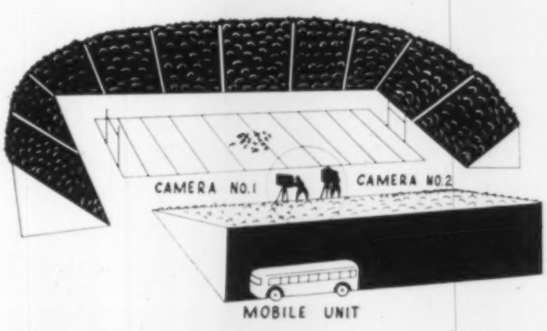
Camera two, with a 330 mm. lens, picks up the batter at his dugout, handling bats and finally walking up to the plate and taking his stance. I tell camera three, meanwhile, to ready his 430 mm. lens on the pitcher's windup. After three is switched on showing delivery of the ball, I switch camera two on again, showing the batter taking the ball and the umpire's decision.

When the catcher tosses the ball

(Continued on page 48)

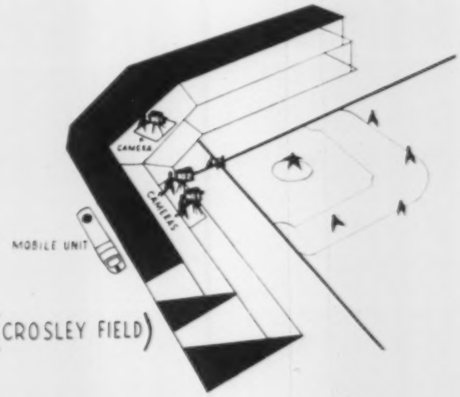
* * *

Locations of Cameras for Cincinnati Baseball & Football



(X.U. & U.C. FOOTBALL STADIUMS)

FOOTBALL



(CROSLEY FIELD)

BASEBALL

WCPO-TV

New Cincinnati Outlet Starts Tuesday

WCPO-TV, Cincinnati television outlet of Scripps-Howard Radio Inc., is scheduled to begin operation tomorrow (July 26), with a pickup of the Cincinnati Reds-Boston Braves night game as its first telecast. The station, operating on Channel 7 (174-180 mc), went on the air with test patterns July 15.

WCPO-TV is Scripps-Howard's second TV station and is affiliated with the *Cincinnati Post*. Its WEWS (TV) Cleveland has been in operation since December 1947, and is affiliated with ABC, CBS and DuMont TV networks.

The Cincinnati video outlet will be affiliated with ABC and DuMont networks and will program kinescopic versions of shows of both networks. WCPO-TV plans to give full network service in October when coaxial cable connections to Cincinnati are completed.

AM-FM-TV operations, with the exception of WCPO-AM-FM news departments, have been moved from the 38th floor of Carew Tower to studios and transmitter site on a suburban hilltop. Newscasts will continue from the newsroom in the *Post* editorial department. M. C. Watters, vice president of Scripps-Howard Radio Inc., is general manager of the WCPO stations. WCPO-TV's tower is 555 feet high, and 1,400 feet above sea level.

Waite Hoyt, former major league baseball player now broadcasting sports for WCPO WCPO-TV, is slated to handle commentary on the opening telecast. Other AM staffers scheduled to appear before cameras include Art Jarrett, bandleader and singer, and Malcolm Richards, Paul Dixon and Penny Pruden.

WCPO-TV's transmitter and base of its 555-ft. hilltop tower.

Sports: The WLWT Touch

(Continued from page 47)

back to the pitcher, camera three switches on and viewers see the pitcher catching the ball. This move may be varied if I select the picture of the ball in flight between catcher and pitcher. After showing close-ups of batter-pitcher we switch to camera one for battery shot.

If the batter hits, I change to camera one and follow the ball. On an infield grounder, camera one with a 220 mm. lens follows the ball to third, short or second, then follows the toss to first base on the play. A fly ball to the outfield is also in camera one's range. In order to give the televiewer a chance to see the direction the ball is taking, I then switch to camera three with a 430 mm. lens for a closeup of the catches.

In typical play number two, a man is on first. Camera one has a 135 mm. lens which picks up second base, the pitcher, batter, catcher and umpire. Camera two also has a 135 mm. lens which picks up second base and the runner on first. Camera three, meantime, has a 430 mm. lens focused on the batter walking up to the plate.

Here is the sequence of camera operation. The director selects camera three with its 430 mm. lens, showing the batter coming up. Camera one with a 135 mm. lens is selected to show delivery by the pitcher. Meanwhile, while noticing on camera two that the runner has a good lead off first base, I caution cameraman one to watch for a double play or a pitch and throw-out by catcher to first or second. Let's say the batter hits the ball to short and camera one follows the ball to the shortstop who throws to second for a force-out of the runner already on base. Then camera two is switched on, showing the throw from second to first for completion of the anticipated double play.

For variety I might have held camera one and followed through it on the double play—but camera two gives a more complete picture with the action moving toward the camera.

In typical play number three there is a man on third base and one man out. Camera number one uses a 135 mm. lens to show second base, pitcher, batter, catcher and umpire. Camera two, using the same type of 135 mm. lens, shows the man on third, getting ready for the run to home. Camera three, with the 430 mm. lens, shows the batter moving into his position at home plate. Let's say the batter is a right-hander and a long-ball hitter. The director, knowing the batter's strength, cues cameraman three to watch for a drive over the left field wall or a fly to the outfield.

Here is the sequence of operation. I pick camera three, showing the hitter in the box. I then switch to camera one for the pitch. The batter swats a fly into left field and the ball's flight is carried by camera one. Then we switch to camera three for a closeup of the catch. After the ball is safely caught in the fielder's glove, the switch is to camera two for the runner tagging up at third and bolting for home. Camera two picks up action at home plate or the throw to that plate.

Through the alertness of our WLW-T cameraman, we picked up two triple plays to date between the Reds and the Phillies—some of the few triple plays ever televised.

Baseball is the most difficult sport to televise since the action is spread out over a wide area. A simple rule for the camera to follow is the oft-repeated "Keep your eye on the ball."

Television Sets by Cities

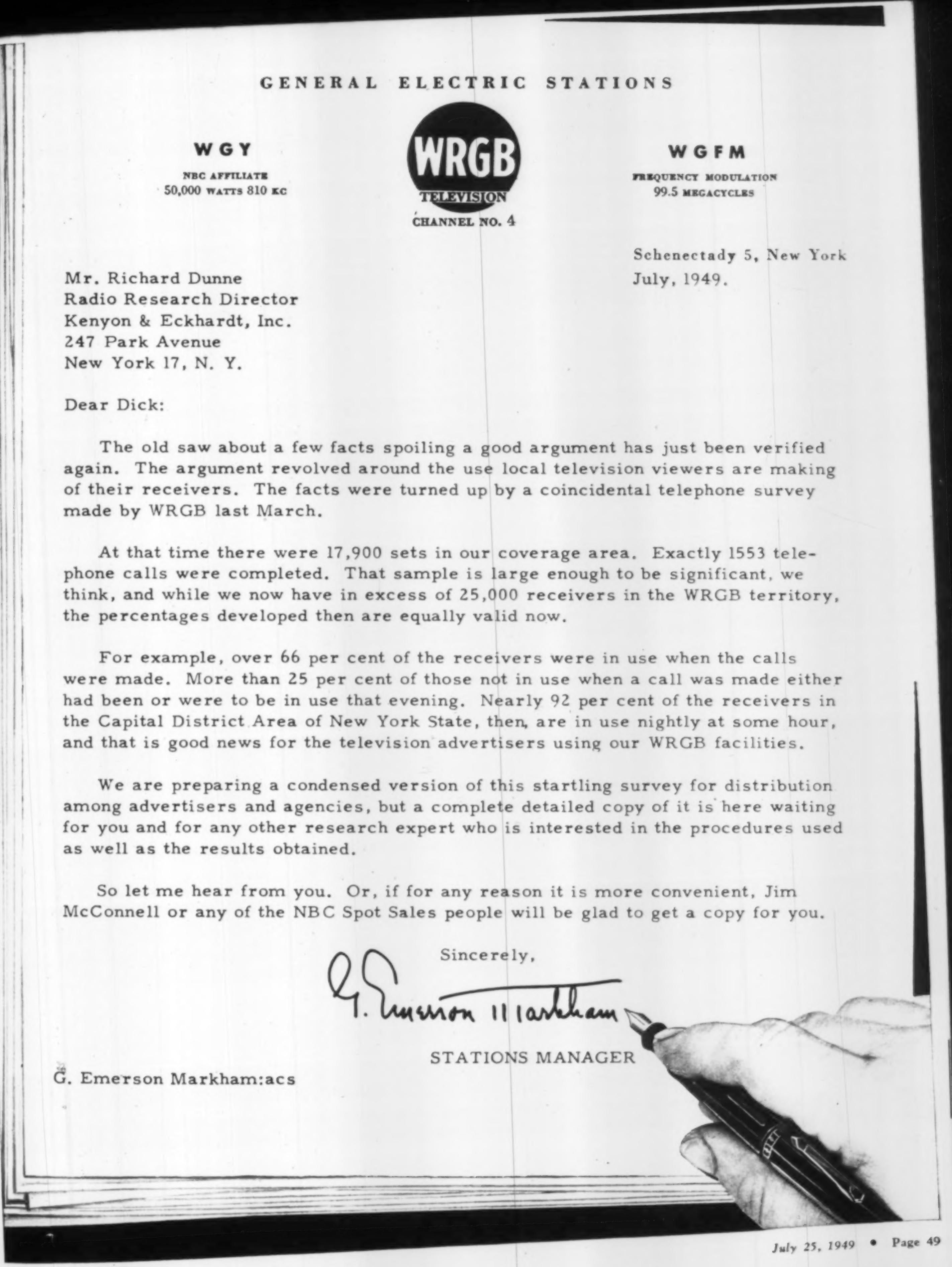
Based on BROADCASTING Survey

City	Outlets On	Number Sets	Source of Estimate
Albuquerque	1	700	Station
Atlanta	2	13,000	Distributors
Baltimore	3	66,769	Baltimore TV Circ. Comm.
Binghampton, N. Y.	..	150	Distributors
Birmingham, Ala.	1	2,200	Distributors
Boston	2	105,111	Distributors
Buffalo	1	26,038	Buffalo Elec. Co.
Chicago	4	153,014	Elec. Assn. of Chicago
Charlotte	1	3,000	Distributors
Cincinnati	2	29,500	Dealers and Stations
Cleveland	2	64,487	Western Reserve U.
Columbus	1	7,500	Distributors
Davenport, Iowa	..	22	Distributors
Dayton	2	10,750	Distributors
Detroit	3	70,000	Detroit Edison Co.
Erie	1	5,000	Distributors
Ft. Worth-Dallas	1	11,500	Distributors and Dealers
Grand Rapids	..	1,200	Distributors
Houston	1	6,500	Distributors
Huntington, W. Va.	..	154	Distributors
Indianapolis	..	6,500	Distributors and Dealers
Johnstown, Pa.	..	2,500	Distributors
Lancaster*	1	8,497	Station
Los Angeles	6	153,581	S.C. Radio & Appl. Assn.
Louisville	1	8,063	Distributors and Dealers
Memphis	1	5,600	Distributors
Miami	1	7,560	Station
Milwaukee	1	28,447	Distributors
Minneapolis-St. Paul	2	20,250	Distributors and Dealers
New Haven	1	34,300	Station
New Orleans	1	4,200	Station
New York	6	700,000	DuMont
Oklahoma City	1	4,175	Okla. Gas & Elec. Co.
Omaha	..	1,131	Neb.-Iowa Elec. Council
Philadelphia	3	190,000	Elec. Assn. Philadelphia
Pittsburgh	1	20,000	Distributors and Stations
Providence	1	7,500	Station
Richmond	1	13,065	Station
Rochester	1	3,200	Elec. Assn. Rochester
San Diego	1	5,500	Dealers
San Francisco	2	6,834	North Calif. Elec. Assn.
Schenectady	1	25,900	Distributors
St. Louis	1	35,000	Union Elec. Co. of Mo.
Salt Lake City	2	4,200	Station
Seattle	1	7,450	Distributors
Syracuse**	1	5,344	Distributors
Toledo	1	18,000	Distributors Assoc.
Utica-Rome, N. Y.	..	1,250	Dealers
Washington	4	51,000	Wash. TV Circ. Comm.
Wilmington	1	8,500	Dealers
TOTAL	72	1,964,142	Approx. Total

*** Includes only Lancaster, Berks, York and Lebanon counties.**

**** Also claims coverage Utica-Rome area.**

Editor's Note: Sources of set estimates are listed for each city. Total sets all cities surveyed is necessarily approximate since two areas may overlap some instances. To offset this there are many scattered sets in areas not the primary area of a television station and not included in the survey.



GENERAL ELECTRIC STATIONS

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

Schenectady 5, New York
July, 1949.

Mr. Richard Dunne
Radio Research Director
Kenyon & Eckhardt, Inc.
247 Park Avenue
New York 17, N. Y.

Dear Dick:

The old saw about a few facts spoiling a good argument has just been verified again. The argument revolved around the use local television viewers are making of their receivers. The facts were turned up by a coincidental telephone survey made by WRGB last March.

At that time there were 17,900 sets in our coverage area. Exactly 1553 telephone calls were completed. That sample is large enough to be significant, we think, and while we now have in excess of 25,000 receivers in the WRGB territory, the percentages developed then are equally valid now.

For example, over 66 per cent of the receivers were in use when the calls were made. More than 25 per cent of those not in use when a call was made either had been or were to be in use that evening. Nearly 92 per cent of the receivers in the Capital District Area of New York State, then, are in use nightly at some hour, and that is good news for the television advertisers using our WRGB facilities.

We are preparing a condensed version of this startling survey for distribution among advertisers and agencies, but a complete detailed copy of it is here waiting for you and for any other research expert who is interested in the procedures used as well as the results obtained.

So let me hear from you. Or, if for any reason it is more convenient, Jim McConnell or any of the NBC Spot Sales people will be glad to get a copy for you.

Sincerely,

G. Emerson Markham

STATIONS MANAGER

G. Emerson Markham:acs

FILM STRIKE THREAT

N. Y. Stoppage Looms

AN IMPENDING strike of 1,800 film laboratory technicians in New York City developed last week as a threat to television stations' sources of kinescopic films and newsreels.

Some industry spokesmen said that should the stoppage occur on the July 31 deadline date, none of the television networks would be able to service affiliates with film transcriptions. One spokesman, however, said a way would be found to do so on a delayed time basis.

The strike itself would not be against television organizations but against 17 big film laboratories who number among their customers television networks, newsreel companies and Hollywood's big producing organizations.

Geared to Huge Volume

These film laboratories are geared to make prints in the huge volume required both by the Hollywood producers and by the mushrooming operations of television in the kinescopic field. Networks themselves do not have the equipment necessary to do the big print production job required and perforce must farm out their manufacture.

John J. Francavilla, president and business manager of Local 702, Motion Picture Laboratory Technicians, IATSE, said the union's executive board set the July 31 deadline at a meeting Wednesday. In doing so, the board backed up the membership, which on July 16 unanimously voted a strike.

The strike action was taken after negotiations between the union and the companies had broken off two weeks ago. Federal Conciliator J. R. Mandelbaum, who has had considerable success in several disputes in which radio and television have been affected, was seeking to bring the parties together.

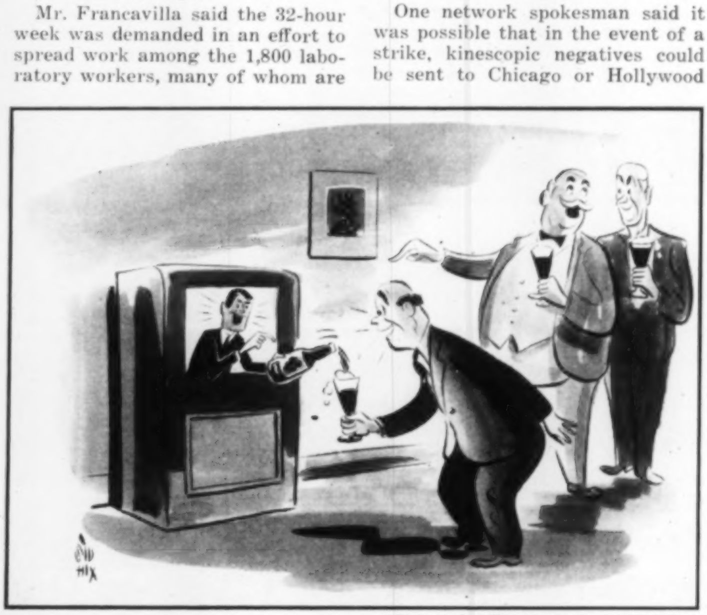
The deadlock developed after the union submitted new demands for a contract to take the place of its two-year agreement which expired June 19. The demands included a 32-hour week with pay for a 40-hour week, creation of a welfare fund and night differentials.

Effort to Spread Work

Mr. Francavilla said the 32-hour week was demanded in an effort to spread work among the 1,800 laboratory workers, many of whom are now working only three or four days weekly. He said that technological improvements in the production of prints in the last ten years had created an unemployment threat which only the shorter work week at former pay scales for the full week could ameliorate.

One network spokesman said it was possible that in the event of a strike, kinescopic negatives could be sent to Chicago or Hollywood for processing into the required number of prints. This would mean a delay of perhaps 24 to 48 hours, but would insure stations off coaxial lines of the kind of programming to which they have been accustomed.

Mr. Francavilla, however, doubted whether such a strategem would prove successful. He said that film print production facilities in both Chicago and Hollywood are too small to do much extra work. He also said that since the Chicago and Hollywood laboratories were manned by members of locals of his own union, it was unlikely that such laboratories would be doing work detrimental to men on strike in New York.



Drawn for BROADCASTING by Sid Hix

"Cleverest TV short I've seen yet!"

ATOMIC BOMB

Product Seen on WMAR-TV

A PRODUCT of the first atomic bomb explosion at Alamogordo was the basic property in the premiere showing of *Atomic Report*, July 17, on WMAR-TV Baltimore.

Seen by the television audience in the half-hour public service show were nuclear impulses of a radioactive substance fused from the desert sand.

In its premiere, *Atomic Report* brought together William L. Laurence, science editor of the *New York Times* and Pulitzer Prize winner, and Michael Amrine, head of public education for the Brookhaven National Laboratory, the Atomic Energy Commission's research center at Upton, L. I., N. Y. Mr. Amrine is moderator of *Atomic Report*.

THEATRE TV

SMPE Drafts Presentation To Be Made to FCC

THEATRE INTERESTS were cautioned recently that advanced thinking was necessary in plans for theatre television so that its programs could be of a quality that might be beyond reach of commercial telecasting stations.

The counsel came from Dr. Alfred N. Goldsmith, television consultant, at a meeting in New York called by the Society of Motion Picture Engineers Theatre Television Committee to draft strategy for the theatre TV presentation to be made to FCC in September [BROADCASTING, July 4].

Dr. Goldsmith urged the industry to be mindful of the possibilities of color theatre television and of high-definition systems so that the quality of theatre TV would be of the highest.

Needs Industry Support

Gael Sullivan, executive director of the Theatre Owners of America, stressed the need for "all inclusive industry sponsorship" of theatre television. He said the secret of making theatre television successful lay in showmanship.

The meeting was attended by representatives of exhibitors, film producers and other industry segments. From suggestions brought to the meeting, an outline will be drafted by the SMPE for presentation before the FCC, it was reported by Donald E. Hyndman, chairman of the SMPE Theater Television Committee. It is likely that additional meetings, including manufacturers of theatre television equipment and of common carriers, will be held.

Those Attending

Those attending the first meeting:

Donald E. Hyndman, Eastman Kodak Co., New York, chairman of the committee; G. L. Beers, RCA Victor Div., Camden, N. J.; Lewis Blumberg, Universal Pictures; Frank E. Cahill Jr., Warner Brothers Pictures Inc., New York; Marcus Cohn, Theatre Owners of American; Ralph Cohn, Columbia Pictures Corp.; Irving Dollinger, Allied Theatre Owners; James Frank Jr., United Photo Supply Corp.; R. L. Garman, General Precision Labs., Pleasantville, N. Y.; A. N. Goldsmith, consultant, New York; N. L. Halpern, Fabian Theatres, New York; A. G. Jensen, Bell Telephone Laboratories Inc., Murray Hill, N. J.; W. W. Lozier, National Carbon Co., Fostoria, Ohio; J. A. Maurer, J. A. Maurer, Inc., New York; Stanley W. Prenosil, TOA; H. J. Schlafly, 20th Century-Fox Film Corp.; Allen G. Smith, National Theatre Supply Co.; E. I. Sponable, technical director, 20th Century Fox-Film Corp.; Gael Sullivan, executive director, TOA; Taylor Mills, Motion Picture Assn. of America; D. John Phillips, Metropolitan Motion Picture Theatre Assn.

WEWS RATES

New Card Starts Aug. 15

NEW rate card (#4) has been issued by WEWS (TV) Cleveland, Ohio. In announcing the new rates, J. Harrison Hartley, director of WEWS, stated that the new card will apply to all new business accepted by the station to start on or after Aug. 15, effective date of the new rates.

Basic one hour rate for Class A time (7-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.) is $500 under rate card #4. Class B time (6-7 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun., 1-4 p.m., Sun.) is $300 and Class C (all other times) is $200.

Coin TV for Cafes

WILL the public pay a nickel to see three minutes of video in private booths at cafes and restaurants? That question is now being investigated by General Electric Co. and AMI Inc., juke box manufacturer, according to an announcement by George F. Metcalf, manager of the GE Speciality Division which designed the individual booth TV receiver. Two booth sets have been installed for the experiment in a luncheonette in Hoboken, N. J., Mr. Metcalf said. Each booth set operates as a "slave" to a master receiver which picks up the signal and delivers it by cable to each booth. Only sound volume can be regulated on the booth sets, Mr. Metcalf explained, with all other controls located at the master receiver. Both companies stated it will be several months before any evaluation of the system can be made.

TIE CAMPAIGN

Wembly to Test in Fall

WEMBLY INC., New Orleans, (tie manufacturer), will launch a television campaign for the first time in its history through its newly appointed agency, John A. Cairns & Co., New York. Plans for the 1950 schedule include video in a test market.

Boston has been selected for the test area. One-minute spots using animation will be beamed three times a day, six days a week for 13 weeks. Timed so as to stimulate the purchase of ties by women for the four spring gift dates, the schedule calls for three weeks leading up to Valentine's Day, four weeks preceding Easter, three weeks prior to Father's Day and three weeks before graduation. These four segments of the 13-week contract run close enough together to establish a continuity.

Specific starting date in early fall has not been designated as yet nor has the station been assigned.

EXECUTIVES of Wembly Inc. and officials of its newly appointed advertising agency, John A. Cairns & Co., map out advertising plan which includes television. They are (l to r): A. F. Hanson, Wembly vice president in charge of customer relations and exporting; William A. Bartel, vice president of John A. Cairns & Co.; S. C. Pulitzer, Wembley president; E. S. Pulitzer, executive vice president; J. William Wade, Cairns' director of public relations, and R. G. Drown Jr., vice president in charge of Wembly's advertising.

'LIBERTY' TV FEATURE

Special Nine-Story Section Run

CURRENT ISSUE of *Liberty Magazine*, has devoted an entire section to "what you should know about television."

Divided into nine articles, each dealing with a separate phase of video, the series is written in concise, non-technical terms, aimed at instructing the average family about to take the television plunge.

"How to Buy a TV Set" explains the various tube sizes, projection set advantages (mainly lack of glare), and advises that potential set owners query current owners in their neighborhood about reception in their area.

According to experts queried by *Liberty*, prices of sets are not likely to drop much in the future. The article explains that better production techniques might lower costs somewhat, but that TV set prices will never come down to the level of radio set prices.

Outlining "How TV Works," the article follows the video image from studio to home viewer, without use of a single term as complicated as "synchronizing generation."

The subject of obsolescence is treated in the chapter "Will You Love Your '49 TV Set in '59?" Such authorities as Dr. Allen B. DuMont, ABC President Mark Woods, RCA Board Chairman David Sarnoff, FCC Chairman Wayne Coy and others are quoted, reassuring the public that today's receivers will pick up tomorrow's programs, with the possible addition of reasonably priced converters.

A picture layout of today's video stars, an article on "How To Entertain the TV Way," which includes special menus for hungry viewers, and a lightly-treated essay on "How TV Will Affect Family Life" are included in the series. The latter piece points out that while video may keep people home and give night clubs and roadhouses a beating, sporting events will draw as many crowds as before.

"In the case of horse racing," the article explains, "as long as it's impossible to televise a two-dollar pari-mutuel show bet, the tracks will continue to be crowded." The author also feels the new art will be good for junior, keeping him off the streets. He does not advocate the disposal of radios. TV, he feels will not replace radio any more than the latter replaced the morning newspaper. You can't, he points out, swat a fly with a TV set any better than you can with a radio.

A two-page map shows the video cities of today and tomorrow, with dates indicating the year when future TV cities will have stations of their own.

The possibilities for international television, rural televison and the use of films for video are covered in "The TV Show of the Future." The over-all value of the medium is lauded in the final paragraph:

"An evening's entertainment, daytime service programs, improved industrial techniques, better education for children—all these television has to offer. But perhaps not one of them is half so important as TV's potential for promoting the unity of mankind."

Also refuted in *Liberty* is a conception that video is harmful to the eyes. Dr. Franklin M. Foote, executive director of the National Society for the Prevention of Blindness, reports that television may help folks learn about existing eye troubles and the need for glasses.

SPEIDEL TV

Choice of Show Pends

SPEIDEL Co., Providence, R. I., (jewelry) is expected to make a definite decision on its TV show for the fall early this week. Company is considering two video shows, the Ed Wynn package owned by CBS, through Cecil & Presbrey, New York, and the Ritz Brothers, kinescoped by Hirshon-Garfield. Both agencies service Speidel and thus are bidding for the video billing. The firm was to have seen the audition of the Ritz Brothers on Friday.

Meanwhile, Speidel has renewed sponsorship of the 8:30-8:45 p.m. segment of *Stop the Music*, ABC's Sunday giveaway. Contract for 52 weeks was placed through Cecil & Presbrey.

VIDEO RIGHTS

Court Ruling Favors KLAC-TV

UNLESS talent performing at benefits and at other public events specifically withhold television rights, they may not seek payment for their performances in the event they are telecast, according to a decision by Los Angeles Superior Court Judge William McKesson. In so ruling, Judge McKesson threw out a suit by three divers seeking $2,500 payment each from KLAC-TV Hollywood. Immediately following the action their attorney said he would appeal the case owing to the precedent-setting nature of the decision.

The three divers contended that they were telecast by the station while they were performing for a benefit. The station pointed out that it had obtained proper authority from the promoters concerned to telecast the performance as a further aid in fund-raising.

LOOKING INTO TELEVISION

LOS ANGELES:—"Let's have more of Bergen," said a card we got the other day. Our Southern California viewers had seen Edgar Bergen in his first TV appearance since retiring from radio . . . of course, on KTTV. Top drawer talent has always been part of our strong locally-produced shows here. Hollywood is a vast reservoir of singers, dancers, actors — gifted entertainers — and we have been drawing on all these people to program bright, refreshing television. For instance, last week such well-known names as Alan Mowbray, Sonny Tufts, Billy Burke, Vincent Price, Marjorie Reynolds and others appeared on regularly-scheduled KTTV shows. Then the New York Chevrolet dealers bought our "Pantomime Quiz," the first Hollywood production to break into the Manhattan market. From CBS-TV we have Toast of the Town, Fred Waring, Arthur Godfrey and more. The point is we're offering our viewers not only high-rated network shows . . . our local shows are loaded with talent, production know-how, and audience pulling power.

LIKE KIDS, we boast of our "parents" (because they can be boasted about.) KTTV is 51% owned by the Los Angeles Times and 49% by CBS. No question in anybody's mind that the Times is Southern California's leading newspaper. And CBS programs certainly have been stealing the ratings. That gives us the best in network shows . . . plus the strong right arm of this area's greatest newspaper. So we're part of a sound, expanding local picture that also finds us as CBS's Hollywood TV station.

BANKERS are supposed to have steely eyes, at least when asked to part with money. When the 35-branch Citizen's Bank started the Vienna Philharmonic series over KTTV recently, we thought that television certainly had arrived. Now along comes the world's largest bank, Bank of America, and starts "Kieran's Kaleidoscope" with us on Sundays. You're not only in *good* company on KTTV, but in company that knows how to look at a buck.

RADIO SALES knows our latest availabilities. Ask them and get the usual speedy reply.

KTTV
TIMES • CBS TELEVISION
LOS ANGELES

MARINE BANK

Video Series Builds Good Will

ONE OF the fastest growing television sponsor classifications is "banks" and one of the earliest and most dramatically successful bank users of television is The Marine National Exchange Bank of Milwaukee.

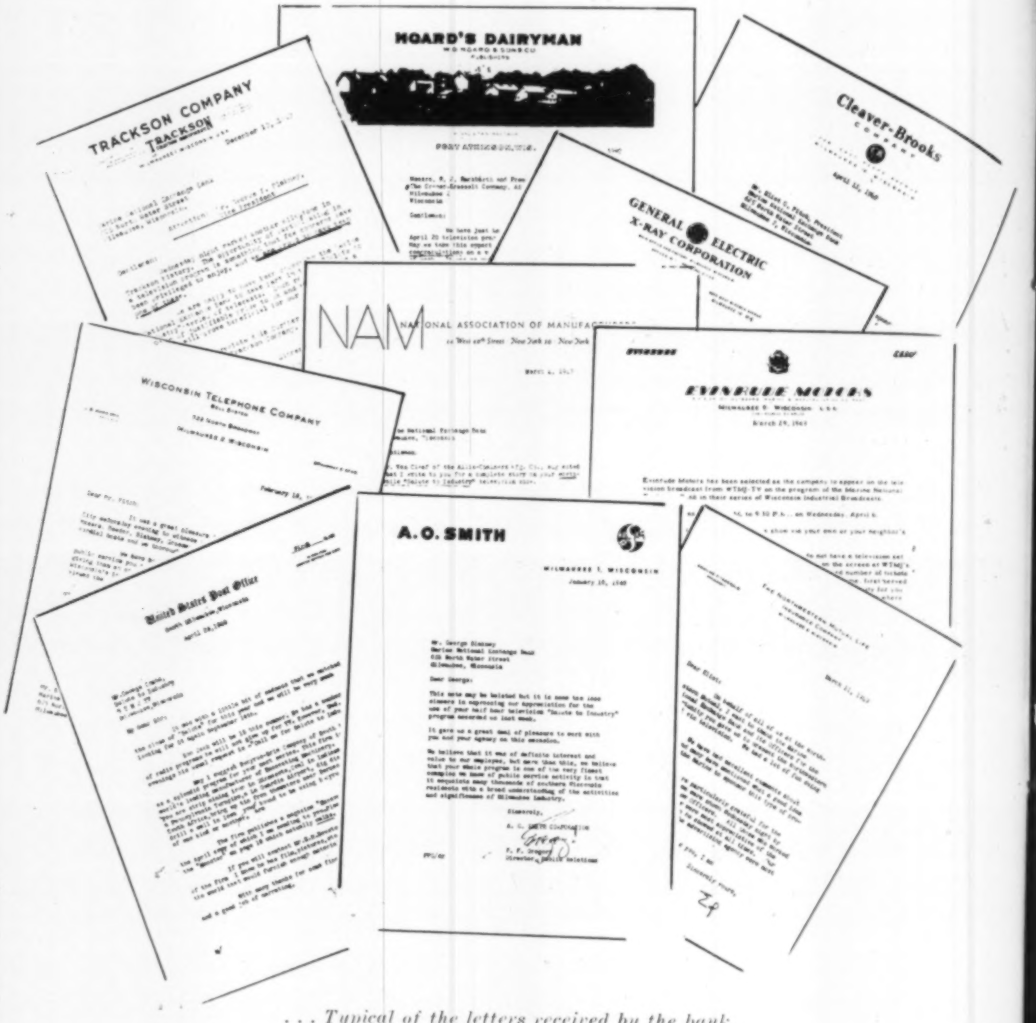
In September the bank starts its second year of sponsorship of *Salute to Wisconsin*, a half-hour weekly live television program on WTMJ-TV Milwaukee.

Each week the bank salutes a key Wisconsin industrial business, service or civic organization with a program built around the personalities, products and background of the company. As many as 75 people have appeared on individual shows.

In its initial year, the Marine Bank television program saluted such groups as Allis Chalmers, The Dairy Industry, Junior Achievement, A. O. Smith, General Electric X-Ray, Wisconsin Telephone Co. and 19 others.

Marine's decision to go into television within a few months after the first set came into Milwaukee represented a major decision, for the monthly cost of the program exceeded the bank's previous highest monthly advertising budget for all other media combined. Proof of the program success is seen in the fact that the current series carries a budget more than double the previous year.

The values of the program, as the bank sees it, are several. Being basically a "bank for industry," Marine is doing an appreciated public relations job for all industry by telling the story behind Wisconsin business firms. School officials, students, NAM and businessmen all over the WTMJ-TV area have expressed their belief that the program is "one of the most mature things on television." Requests for scripts have come from all over the country.


HOARD'S DAIRYMAN
TRACKSON COMPANY
Cleaver-Brooks
GENERAL ELECTRIC X-RAY CORPORATION
NATIONAL ASSOCIATION OF MANUFACTURERS
NAM
EVINRUDE MOTORS
WISCONSIN TELEPHONE COMPANY
A. O. SMITH
MILWAUKEE 1, WISCONSIN
United States Post Office

. . . *Typical of the letters received by the bank.*

The programs, incidentally, carry only a bare minimum of bank commercials, and even that is institutional in value.

From a production standpoint, the program is not a simple undertaking. A series of meetings with the company or group to be saluted are attended by an executive of the bank, the agency account executive working with the bank and one or more members of the television department of the Cramer-Krasselt Co. As many as three or four members of the C-K television department have worked on phases of single shows. The program has no regular format. Shows have originated from the Radio City auditorium, from the television studio, and in one case from the offices of the Telephone Co. Some shows have been strong on music and entertainment; some have been almost entirely on film, and others have been 90% educational. The story of the industry being saluted determines the format and no two have been alike.

The company being saluted is the major source of material. Its bands, choruses and other talent form the entertainment portion of the program. The story of the company's growth and products is told through the use of film, demonstration, illustrated interviews, etc. Viewers meet the people of the company via video.

Officials of the organization being saluted gather in the lounge of Radio City to view the program on a large screen set as guests of the bank. The large Radio City auditorium is usually packed with employes, while other members of the company are gathered in homes.

Promotion of the program has come from both the station and the bank. Mentions of the company being saluted are regularly featured on the station *Program Reviews*. A newspaper ad outlining the program for the evening is run every Wednesday.

Having pioneered an expensive program through the days of just a few thousand sets, the Marine National Exchange Bank is naturally gratified to see its program reach a point of community interest where companies are actually clamoring to be on the show.

Today, similar programs are under consideration by banks and utilities in several markets. While the package is owned by C-K, it is being released to sponsors in any market on a "token fee" basis.

MEDICAL 'STATIC'

Set-Owners, Firms Must Protect Selves—FCC

A PROPOSAL was handed down by the FCC last week which would give television set owners and manufacturers the responsibility of protecting against interference caused by direct intermediate frequency pickup of emissions from medical diathermy and similar devices.

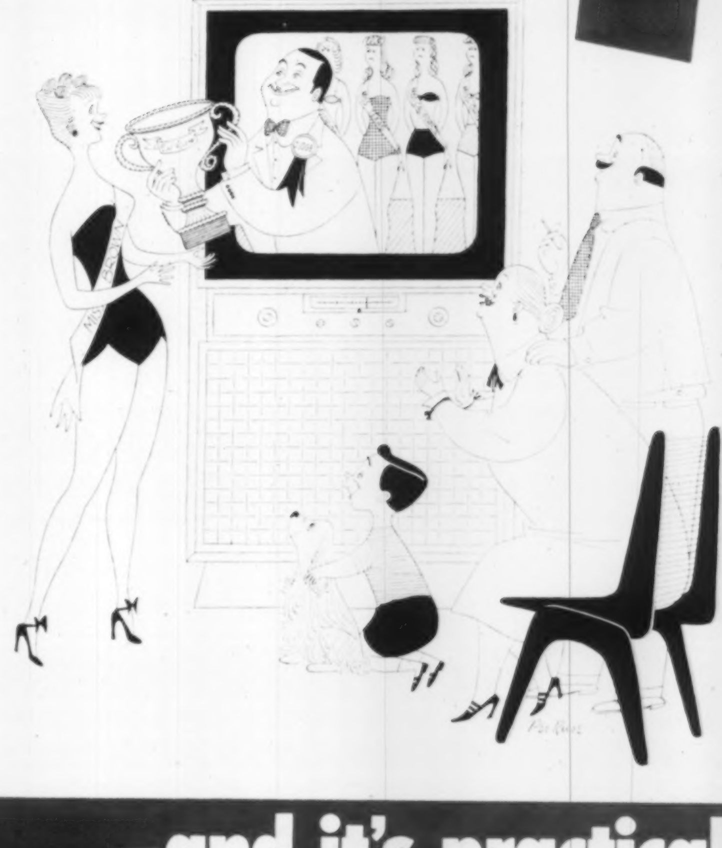
Unless manufacturers made the necessary changes, receiver owners would have to accept the interference or shield sets themselves.

The problem, FCC explained, lies in the fact that most TV set manufacturers have selected intermediate frequency passbands in the 27 mc region, whereas diathermy and other devices are assigned the channel centering on 27.120 mc.

Normally, operators of diathermy and similar equipment must take prompt steps to remedy interference caused by their devices to any authorized radio service. Under FCC's proposal this requirement would not apply where the interference to other receivers arises from "direct intermediate frequency pickup by such receivers of the fundamental frequency emissions of type-approved or certified equipment [diathermy, industrial heating, etc.] operating on prescribed fundamental frequencies and otherwise in accordance with [FCC rules]."

FCC said it would accept comments on its proposal until Aug. 29.

Sure, Television's amazing



–and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

		PM 5:00	15	30	45	6:00	15	30	45	7:00	15	30	45	8:00	15	
SUNDAY	ABC	Canada Dry Co. Super Circus L (E-M)		Derby Foods Super Circus L (E-M)		*Cartoon Teltales* L (E)		Kellogg Co. Singing Lady L (E-M)				*ABC TV Players* L (E-M)		*Jacques Fray* *Music Room* L (E-M)		*Shorts* E-M)
	CBS					*Chuck Wagon*				*Film*		*Mr. I. Magination*		*Toast of the*		
	DuMont									P. Lorillard Co. Original Amateur Hour L (E-M) K (NI)						
	NBC					*Guess Who?* L				*Review of the News* (F)	*Sunday at Home* *(Kinescope from H'wd)*	*B'way Spotlight* L		General Foods Corp. Leave it to the Girls L (E) K (M)		Foods C Meets Cr K(M
MONDAY	ABC											*On Trial* L (E-M)				*Circus* E-M)
	CBS			*Chuck Wagon*				Poposicle Lucky Pup	*Bob Howard*	***Your Sports Special*** L (E)	*Ted Steele Show*	Oldsmobile CBS-TV News	*Cliff Edwards Show*	Wine Industries Scott Paper Co. Dione Lucas		*It P[illegible] Be Igno*
	DuMont					Co-Op Small Fry Club L/F (E-M)			*Vincent Lopez* L (E-M)					*Newsweek Views the News* LN (E-M)		Co-op y to Far K (NI
	NBC			*Howdy Doody* L (E-M)	Mason Howdy Doody L (E-M)					Kukla, Fran & Ollie (Aug. 8) RCA Victor L (E-M)		Mohawk M. Downey L (E)	Reynolds News F (E-M)	*NBC Drama* (July 25-Sept. 12)		*Clock* L
TUESDAY	ABC															
	CBS			*Chuck Wagon*				Ipana Lucky Pup L (E-M)	*Bob Howard*	***Your Sports Special*** L (E)	*Ted Steele Show*	*CBS-TV News*	*Sonny Kendis Show*	*Film Theatre of*		
	DuMont					Co-Op Small Fry Club L/F (E-M)			*Vincent Lopez* L (E-M)					*Court of Curre* (L) (N) (E-M		
	NBC			*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)					Kukla, Fran & Ollie (Aug. 8) RCA Victor L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Buick, Olsen & J (thru Aug. 9) L Aug. 16-Sep. *Film Featu*		
WEDNESDAY	ABC													*Feature Mo* F (E)		
	CBS			*Chuck Wagon*				Philips Packing Lucky Pup	*Bob Howard*	***Your Sports Special*** L (E)	*Ted Steele Show*	Oldsmobile CBS-TV News	*Cliff Edwards Show*	Liggett & Myers T[illegible] Co. Godfrey and Hi L (E-M) K		
	DuMont					Co-Op Small Fry Club L/F (E-M)			*Vincent Lopez* L (E-M)	*Wendy Barrie Show* (L) (N) (E-M)						
	NBC			*Howdy Doody* L (E-M)						Kukla, Fran & Ollie (Aug. 8) RCA Victor L (E-M)		Mohawk Morton Downey	Reynolds News F (E-M)	*Quiz Kids*		*Black Ro* L
THURSDAY	ABC											*Blind Date* L (E-M)		Stop the M Admiral & P. L L (E-M		
	CBS			*Chuck Wagon*				Ipana Lucky Pup	*Bob Howard*	***Your Sports Special*** L (E)	*Ted Steele Show*	***CBS TV News*** L (E-M)	*Sonny Kendis Show*	*54th St. Rev*		
	DuMont					Co-Op Small Fry Club L/F (E-M)			*Vincent Lopez* L (E-M)							
	NBC			*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)					Kukla, Fran & Ollie (Aug. 8) RCA Victor L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	*RFD America*		*ay & Jo* L
FRIDAY	ABC													*Think Fast* L (E-M)		*re Quest* (E-M)
	CBS			*Chuck Wagon*				*Lucky Pup*	*Bob Howard*	***Your Sports Special*** L (E)	*Ted Steele Show*	Oldsmobile CBS-TV News	*Cliff Edwards Show*	*Mama*		*Film*
	DuMont					Co-Op Small Fry Club L/F (E-M)			*Vincent Lopez* L (E-M)					*Front Row C* L (E-M)		
	NBC			*Howdy Doody* L (E-M)	Unique Art Hwdy. D'dy L (E-M)					Kukla, Fran & Ollie (Aug. 8) RCA Victor L (E-M)		Mohawk Morton Downey	Reynolds News F (E-M)	*Feature F* L (E-M) K		
SATURDAY	ABC											*Hollywood Screen Test* L (E-M)		*Stand By for Crime* L (E-M)		
	CBS							USAAF Red Barber's Clubhouse	*Lucky Pup*		*Film*	*Quincy Howe In the First Person*	*Blues by Bargy*	*Winner Take All*		*Film*
	DuMont													*Spin the Pic* (L) (N) (E-M		
	NBC			*Children's Sketch Book*								*You Are An Artist* L	*Leon Pearson News*	*U. S. Marine Band* L		*vision* *Magazi* L

Programs in italics are sustaining.

Time is EDST.

L is live; F, Film; K, Kinescope Recording; E, Eastern Network; M, Midwestern Network; NI, Non-interconnected stations.

CBS Daytime

[illegible]

Daytime [illegible]

10:00 Your [illegible]
(with [illegible]

11:00 [illegible]

11:30 Fashions [illegible]

	e Shorts E-M)		Sing-Copation L (E-M)	Skip Garren Show L (E-M)		B. F. Goodrich Celebrity Time L (E-M)				
ast of the T		Film Theatre of the Air				CBS-TV Week in Review				
orp. irls	Foods Corp. Meets Critics K(M)	Philco Summer Playhouse L (E-M) Starts July 17				Garroway at Large L (E-M)				
	e Circus E-M)	Our Dogs L (E-M)		Roller Derby L (E-M)						
	Be Ignorant	Philip Morris Tex & Jinx		People's Platform		Blues By Bargy	CBS-TV Newsreel			
News	Co-op y to Fame K (NI)									
)	Clock L	Colgate-Palm.-Peet Co. Colgate Theatre L (E) K (M)		The Nature of Things	Three Flames	Meet the Press				
				Movie Shorts F (E)				Co-op Boxing (to midnite) L (E-M)		
Theatre of		Gulf Oil Corp. We the People L (E)		Wesley		Blues by Bargy	CBS-TV Newsreel			
of Curren) (N) (E-M		Talent Jackpot (L) (N) (E-M)								
Olsen & Aug. 9) L . 16-Sep. ilm Featu		Lights Out L (E-M)		Trotting Races Roosevelt Raceway L						
ature Mo F (E)				Co-op Wrestling L (E-M)						
Myers T Co. and Ha -M) K		Whitehall Pharmacal Armchair Detective		Blues by Bargy	CBS-TV Newsreel					
		Program Playhouse (L) (N) (E-M)								
	Black Robe L	Kraft Foods Co. TV Theatre L (E-M)				Believe It or Not L (E-M)		Nocturne (Kinescope from H'wood)		
p the M al & P. L L (E-M		9-9:25 Time-Life Crus.Europe F (E-M)	9:25-9:30 Pal Blades Pal Headlr	Volume One L (E-M)						
St. Re		Film Theatre of the Air				Blues by Bargy	CBS-TV Newsreel			
		Morgy Amsterdam Show (Dumont Telesets)								
	ay & Johnny L	Candid Camera L-F (E-M)		Theater of the Mind L		Village Barn L				
	re Quest E-M)	Bristol-Myers Break the Bank L (E-M)		Int.Cellucotton (Kleenex) Fun for the Money L (E-M)						
	Film	This is B'way				CBS-TV Newsreel				
t Row ((E-M)		Key to the Missing L (E-M) (N)								
ature F M) K		Kyle McDonnell Sings (L)		Meet Your Congress L			Trotting Races			
		Paul Whiteman's TV Teen Club L (E-M)								
	Film Theatre of the Air									
the Pic N) (E-		Cavalcade of Stars L (E-M) (N) K								
	ision Magazine L	Crosley Div., AVCO Who Said That L (E-M)		Eddie Condon L		Three Flames L				

11:45 Morning Chapel
12:00 Amanda
12:15 P.M. Man On The Street
12:30 Headline Clues—George F. Putnam
1:00 [illegible]

BROADCASTING
TELECASTING
July 25, 1949
Copyright 1949

LET'S LOOK AT THE RECORD

HERE are some more TV facts from TelePulse reports in New York during the weeks surveyed from January through June, 1949:

TOP TEN
REGULARLY SCHEDULED
TV PROGRAMS

			6 Mo. Prog. Av. Av. Rating
Texaco Star Theatre	NBC	Tues.	69.0
Godfrey's Talent Scouts	CBS	Mon.	52.4
The Goldbergs	CBS	Mon.	47.6
Broadway Revue	(Dumont NBC)	Fri.	46.3
Godfrey & His Friends	CBS	Wed.	46.3
Toast of the Town	CBS	Sun.	43.0
Kraft TV Theatre	NBC	Wed.	38.5
Boxing	NBC	Fri.	37.3
Suspense	CBS	Tues.	31.2
Arrow Show	NBC	Thurs.	30.6

TOP TEN
PROGRAM TYPES
JANUARY-JUNE, 1949

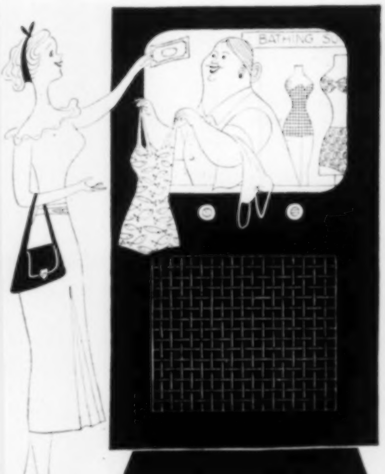
	6 Mo. Av. Rating	Rank order-% of Total TV Time
Comedy-Variety	22.6	8
Drama and Mysteries	20.3	12
Talent and Amateur Programs	16.0	16
Visual Sports	15.6	1
Comedy Situation	13.0	19
Misc. Format Variety Programs	11.1	18
Kid Shows	10.8	4
Quiz-Game Programs	9.9	11
Westerns and Serials	7.2	3
Special Events	6.2	23

FOR further information about these and other Telefacts

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

It takes good looks to be a winner. That's why CBS-TV programs win the largest audiences in 5 out of 9 program categories in all television, and rank first or second in all nine. So no matter what type of program you have in mind, the chances are that on CBS-TV it will get the biggest vote from the audience.



CBS-TV

[illegible] MAJOR MARKETS

TV SPOTS Must Move, Says Sherman

By AL SHERMAN
President
Sherman Plan Inc.
Washington

MOST commercials currently televised hark back technically to the good old days when the local nickelodeon flashed slides on the screen to cry the virtues of the neighborhood butcher or baker. Other video "spots" recall those static filmic moments of early sound "talkies" when the camera stood still—as did the action—to the utter boredom of movie audiences accustomed to the fast, albeit silent, movement on the silver screen. A study of TV commercials reveals that there is an over-emphasis on animation to convey "pace." Further study of these animated sales messages proves that most animators aren't even tenth-rate Disneys.

It seems to us that many TV commercials, whether good, bad or indifferent, are geared either to irresponsible costs or to an over-emphasis upon the aural, rather than visual, message. Even though these commercials may still pay off, the sponsor eventually stands to take a beating (and the agency stands to lose a client), especially as television now is fast getting out of the novelty class and audiences are learning that a twist of the wrist can get a better (sic) commercial—and program.

Price Issue

You can't expect good TV commercials by haggling over price. Conversely, a high price doesn't assure effective *selling* commercials. TV commercials should be bought only when there is a sales idea behind them . . . and when the producer is sufficiently aware of the sponsor's problems to put on film a screen story that *sells.* The word "sells" is the answer—and the riddle. Too many producers are making commercials and asking any price, regardless of cost or profit, while disregarding the vital fact that it is the television screen that must do the real selling—*not* the voice.

As an entertainment medium, television doesn't even know its own strength. As a business-getter, its potentials are terrific—but it can sell only if the selling message is effective. The local sponsor should—and will—become the backbone of TV's financial strength only if the video time he buys proves profitable. He cannot afford amateurish enthusiasms or professional experimentation. His limited budget must call for sales via video—not vanity "eye-wash." The best way to win the local sponsor and influence him toward television is to give him film—or live—announcements that sell. Live shows usually are too expensive—or too risky technically—for the average local video time user. Thus our friend the sponsor must consider film—and film must be used correctly or not at all.

We now come, by logical progression, to this over-emphasis upon the aural aspects of television. It is our contention that television, to continue as a potent sales medium, will have to achieve a marriage of the visual and the aural if it is to become effective for the sponsor.

Today, there are too many radio "experts" in television—and any number of motion picture "has-beens." Each of these gentlemen cries the virtues of his respective medium as the sole salvation of video. We think that the radio rajah and the movie mogul should get together, in talents and in brains, and bring forth a new idea in entertainment selling—television shows for television audiences.

"TV COMMERCIALS should be bought only when there is a sales idea behind them . . . and when the producer is sufficiently aware of the sponsor's problems to put on film a screen story that sells." This philosophy, expressed here by Al Sherman, film producer, is no arm-chair observation but is backed with wide experience. Recently decorated by King Haakon of Norway for his services as film and publicity consultant to the Royal Norwegian government during the war, Mr. Sherman has produced numerous television spots and has supervised films for Norway. He is the producer of "The Inaugural Story," a color sound motion picture of the inauguration of President Truman. Also included in his varied background: Former radio editor and motion picture critic with the New York *Morning Telegraph;* director of short subjects, publicity and advertising for Columbia Pictures Corp.; motion picture trade paper editor and correspondent; press secretary 1936-1937 for the Assn. of Foreign Press Correspondents; former commentator on motion pictures at WOV and WNEW New York; taught film and public relation classes at American U., Washington, and U. of Richmond.

From our own experience, we have learned that the television *picture* should tell the story or sell the product. The verbal message should be only an aid to selling, it should not do *all* the selling. TV audiences fast are getting past the stage where they'll rush to buy because a handsome male or a lovely female offers, in close-up, some lip-synced drooling over a product while the next scene shows the product front, rear and sideways. Nor will the audience continue to suffer even for 20 seconds, while the TV screen shows a slide of a product as an off-screen announcer rushes through a sales talk in competition with the second-hand.

For that reason, we believe that video sales messages should have motion picture sequences that are dramatic, exciting and interesting. We urge that the aural message behind the filmed story be staccato, concise and to the point. In other words, we contend that the aural message on video should be to the film story what the old-fashioned screen title meant to the early silent motion pictures—explanation without distraction. We have been told, time and time again, that the eye records a message to the brain faster than the ear can hear it. Judging by present TV commercials, it seems that most advertisers believe their audiences are suffering from astigmatism, myopia and just plain blindness—and are blessed only with acute hearing.

Music Background

It is our contention that a well-told screen story, even within the confines of 20 seconds to one minute will have greater visual and selling effectiveness if emphasis were placed upon music as a background—rather than upon the too-unctuous phrasing of a wordy message by an announcer. In other words (and because announcers really are swell guys) *we believe that the verbal message should be reduced to a minimum.*

You'd be surprised at the amount of suspenseful selling action that can be put into a video "spot" if the producer knows how to handle a camera, handle continuity—and handle his client.

VIDEO CLINIC

Sponsored by Utica Agency

VIDEO clinic, under the auspices of Devereux & Co. Inc., advertising agency, was held July 12 in the Hotel Utica, Utica, N. Y. John T. Farquhar, radio and television director of the agency, showed examples of the film being used by national advertisers and samples of the techniques used by the film producers.

L. W. Devereux, agency president, welcomed the guests and introduced Michael C. Fusco, general manager of WKTV (TV), Utica permittee which plans to commence operation in the fall. Mr. Fusco's talk included the plans for the outlet.

Final phase was a discussion period with representatives of the film producers, the agency and WKTV answering questions.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, has inaugurated price protection policy for dealers and distributors of its TV sets, guaranteeing them against loss due to company price reductions on any sets purchased within 60 days prior to price readjustment. Plan is retroactive to July 1.

AM · FM
TELEVISION
TOWERS

Erection detail of 490' AM-FM-TV tower for WAZL, Hazleton, Pennsylvania.

STAINLESS, INC.
50 CHURCH STREET.
N. Y. C.
PLANT: NORTH WALES PA.

HOW TO SELL A USED CAR

Courtesy Motors, Chicago, Finds TV the Answer

A 30-YEAR-OLD Chicago Irishman is showing midwest automobile dealers a thing or two about how to sell used cars. He has a simple technique: He polishes up a few of his better-looking jobs to the lustre of a fruit peddler's Jonathan, trains a battery of floodlights on them, then unveils them before thousands (not just the dozens who crowd into his salesroom) through the medium of television.

Big, tow-headed Jim Moran, president of Courtesy Motor Sales, Hudson dealer, has been sponsoring the wrestling matches from Chicago's Rainbo Gardens on WENR-TV Chicago every Wednesday night since February 23. But the Courtesy show gives the televiewer more than alternate grunts and groans, head-locks and half-nelsons. It gives an occasional glimpse, and a few "honest, sincere" words. from the engaging Mr. Moran himself, as well as a parade of his glamorous used cars.

Lots Congested

Strange as it may seem, Courtesy was mostly in the new car business before Mr. Moran heard about TV commercials. With auto manufacturers turning out more and more new cars, Chicago used-car lots became congested. But few of these operators took the time to doll- up their wares, and none of them got the bright idea of using TV as a showcase.

Business Up 30%

Since Mr. Moran took the air in February, his used car business has increased 30% to an average of 150 cars sold monthly. And while most of his prospects are attracted to his west side showrooms to see used "buys," he ends up selling a fair percentage of them new Hudsons. New car sales are up 15% to an average of 100 per month. Courtesy Motors now is rated the largest selling Hudson agency. It is reportedly the only Hudson dealer in the country using television, although Hudson dealers, as groups, have been on TV.

Mr. Moran is a former gasoline filling station operator. Shortly after graduating from Chicago's Loyola Academy in 1939, he started working at a Sinclair station. By the time he joined the Army as a "foot soldier" in 1942, he was running four stations for Sinclair. After two years in the European theatre, he started selling Fords, and by 1947 had opened a Hudson agency called Mid-Town Motors. He changed the name to Courtesy a year ago to stress the friendliness of his service staff.

The company's contract with WENR-TV is for 52 weeks at an average cost of $1,250 weekly. Mr. Moran's total advertising budget is $1,500 a week. Fourteen weeks on the air have brought Courtesy buyers from Indiana and Wisconsin, as well as most of the northern counties of Illinois. Groups of Hudson dealers from as far away as Detroit have visited Chicago Wednesday nights "to see how Jim does it."

Since using television, Mr. Moran has found it necessary to add 10,000 square feet to his salesrooms, and has acquired more space for his used car lots.

"For those of us who like to take our sales story direct to the public, and personally do a sincere, honest, constructive selling job, TV can't be beat," Mr. Moran says.

ARTHUR PRYOR Jr (l), vice president in charge of radio and television for BBDO, pauses for a rest during shooting of short for television at The School of Creative Art, New Canaan, Conn. With him is Hubert Chain, radio-television writer, and director of the school.

ELECTRONICS

Manual Aids Engineers

ELECTRONICS MANUAL FOR RADIO ENGINEERS. By Vin Zeluff and John Markus. New York: McGraw-Hill Book Co. Inc. 879 pp. $9.50.

THE PRACTICAL circuit information needed by practicing engineers is provided in this manual. In 289 articles, brought together for quick reference, are explained the mathematical foundations needed by radio design engineers as well as the measuring and operating techniques needed for putting radio equipment into use and keeping it at peak efficiency.

The articles are the all-time-great articles published in *Electronics* during 1940-48. Also included are articles for radio production men, covering such topics as quality control, inspection procedures and production floor test equipment. Arranged according to the major interests of those in the radio field, the book is thoroughly cross-indexed.

WBTV ON AIR

First TV in Carolinas

WBTV (TV) Charlotte, N. C., made its debut as the first TV station in the Carolinas July 15 [BROADCASTING, July 11]. Publicized by special editions of the local papers, inaugural was highlighted by three-day prevue show in the Charlotte Armory Auditorium.

Sponsored by the *Charlotte Observer*, *The Charlotte News* and Charlotte Radio and Appliances Assn., the show was attended by some 12,000 persons during its run July 14-16. A special program was telecast on July 14, and on the 15th, commercial starting date for the station, shows with congratulatory salutes were presented.

Regular scheduled shows are now on the air each day from 6:30 to 9:30 p.m., preceded by test pattern from 12 noon until start of the first evening program.

Reception reports based on the test pattern operation which began July 1, have been received from most major cities in the Carolinas, ranging in distance from 75 to 150 air miles. Freak reports also have been received from distant points.

Larry Walker, assistant general manager of WBT Charlotte, is in charge of the WBTV operation. Assisting him as production manager is Charles Bell, formerly manager of WGCD Chester, S. C. WBT staff members who will act in the same capacities for WBTV are: Keith Bailey, general sales manager; Wallace Jorgenson, local sales manager; M. J. Minor, chief engineer; Kenneth Spicer, business manager; Jack Knell, news director; Bob Covington, promotion manager, and Jean Carson Brown, publicity director.

Other WBT personnel assigned to television are Betty Jean Mulligan who will handle traffic; Miss Jerry Patterson, formerly in charge of transcriptions for WBT, who will have charge of program screening and filing; T. G. Callahan, audio and video supervisor and J. G. Carey, transmitter superintendent.

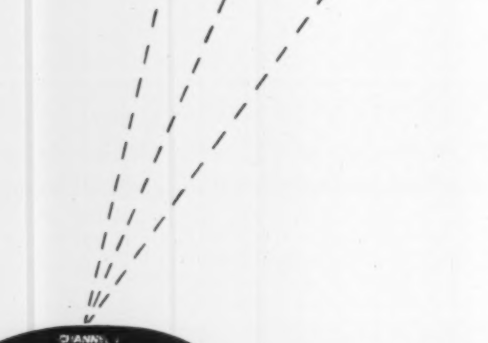
WBTV is assigned Channel 3 (60-66 mc). It is owned and operated by the Jefferson Standard Broadcasting Co. which also owns WBT and WBT-FM. Officers of the company are: Ralph C. Price, chairman of the board; Joseph M. Bryan, president; Charles H. Crutchfield, vice president; Larry Walker, secretary-treasurer.

WOC NEW STUDIOS

TV Facilities Incorporated

WOC Davenport, Iowa, started broadcasting from new studios July 10, according to Dr. B. J. Palmer, president of Tri-City Broadcasting Co. The structure houses WOC's AM, FM and TV operations and was completely remodeled.

The new connecting building houses WOC-TV's mobile television unit and will be used for equipment repair and maintenance. The station's experimental television test pattern is scheduled for August.



CHANNEL
WKRC-TV

CINCINNATI'S Key TV STATION
TIMES-STAR BUILDING
CINCINNATI 2, OHIO

CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

STEARS STEAKS

Sold by Low Cost Video

YOU don't have to spend a lot of money in television to bring results. It can be accomplished with a limited advertising budget if you have the know-how.

That's the opinion voiced by Jack Ward, general manager of Stears Restaurant, Beverly Hills, Calif.

A simple, low-cost entertaining program with a smart and clever commercial twist will do the trick if properly produced and presented, he declares. And Stears Restaurant has accomplished this with a weekly five minute program *Interview at Stears* on KTLA (TV) Hollywood. Cost, for time and talent, is in neighborhood of $250 per telecast.

Packaged by Al Buffington Productions, and placed through California Advertising Agency, program content is simplicity itself and reveals how effective low-cost TV can become a reality. It's an interview type telecast. Format starts off with a film of a sizzling steak, symbolic of the restaurant's specialty.

Program then dissolves into the staging for the interview which is handled by Mr. Buffington and takes place at a simulated corner of the restaurant on a studio set. At conclusion of the interview, film is again brought into play. The show then moves into views of Stears own modern scientific meat aging plant and through the unique services of the restaurant. Final commercial shot is the sizzling steak.

Skeptical at First

"We originally took over sponsorship of the program in mid-March on a three time telecast test basis only," Mr. Ward said. "We were a bit skeptical. . . . But following our first telecast several telephone reservations were the direct result. Patrons asked if they could actually get such steaks as were shown in the telecast. That perked us up. We thought we had something. And during the following week we had many others who made reference to our sizzling steak they had seen on television. Response to our second telecast was even more remarkable."

Impact of these first three telecasts resolved in Stears making its advertising appropriation for the year. And *Interview at Stears* became a regular Wednesday feature on KTLA at 8:25 p.m. Interviewees have included such well known personalities as Gene Krupa, Rudy Vallee, Donna Atwood, Harold Adamson and Harry Cooper.

"We don't worry about Hooperatings or Nielsen ratings; our only concern is results, and since this weekly five minute telecast was inaugurated business has increased by 20%. With all restaurant business off 10% in the Los Angeles area because of the seasonal slump, this represents an even greater increase than the percentage figure indicates," Mr. Ward further pointed out.

"Ours is a relatively new restaurant, in a very competitive market. This is our only advertising and we know that it is bringing results. Ample proof is the continual stream of new faces—first time patrons who flock into Stears wanting to find out if that thick juicy steak is as good as it looks on their TV screen."

Getting set for an Interview at Stears *are (l to r) Mr. Ward, Harold Adamson, of song-writing team of Adamson & McHugh, and Mr. Buffington.*

* * *

UP'S MULTISCOPE

Leased by 19 Stations for News Telecasts

NINETEEN television stations have leased United Press Multiscopes, a projection device for news and commercials, the UP said last week.

The multiscope was developed by John H. Mitchell, general manager of WBKB (TV) Chicago, and S. C. Quinlan, the station's promotion manager. It is manufactured by Acme Electronix for Sterling Television, Chicago. The UP is installing the machines as part of its television service.

LeRoy Keller, UP general sales manager, described the Multiscope as a practical and thrifty means of telecasting spot news and enabling stations to turn time now devoted to test patterns into revenue producing programs.

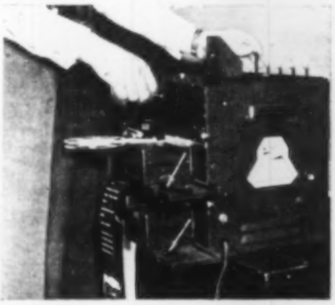
"The Multiscope is easy to operate and the indications are that it is going to enable stations to make a profit out of news now when they need it most," Mr. Keller said.

Produces Two Types

Two types of shows can be produced by Multiscope, according to UP. One is a projection of a running ticker-tape of news; the time, minute by minute; the weather, and, in a center space of the TV picture, station announcements, commercials or news pictures.

The other is "roll-up" technique, bringing to the TV screen a continuous, rising display of news bulletins, commercials, news pictures, cartoons or comic strips.

* * *



A United Press Multiscope in operation.

Major TV Tubes

MAJOR TELEVISION corp. has postponed its TV set building plans to concentrate on the production of hand-blown viewing tubes for other set manufacturers, six of whom already have contracted for the use of Major tubes. Advantages of the hand-blown tubes are said to be brighter, clearer pictures, more optical perfection, uniformity of glass face thickness, high efficiency of light transmission, reduced weight and greater tensile strength.

VIEWERS' VIEWS

KNBH Programs are TV Toppers

It didn't take Southern California television viewers long to discover that KNBH has the programs—and the talent!

Only three and a half months after NBC's Hollywood station went on the air, Tele-Views Magazine, a regional consumer periodical, asked its readers to vote on their favorite TV programs and personalities.

Of the 14 classifications in the Tele-Views poll, KNBH won 7 firsts, 3 seconds!*

Advertisers, too, were quick to discover the punch packed by KNBH! You're in good company—programwise and sponsor-wise—on Southern California's Number 1 Station. For time and program availabilities, consult your NBC Sales office.

*Firsts: Milton Berle and Texaco Star Theatre for best comedian, best all-around star, best comedy show and best all-around show; Judy Splinters for best children's program; Phil Gordon for best male vocalist; Your Show Time for best drama.
Seconds: Lucille Norman, female vocalist; Perry Como, male vocalist; Philco Television Playhouse, drama.

NBC Television

CHANNEL 4

KNBH

NATIONAL BROADCASTING COMPANY

Hollywood

The National Broadcasting Company
Sunset and Vine, Hollywood 28

A Service of Radio Corporation of America

KEY figures in installation of WGN-TV Chicago's new transmitter and antenna include (l to r) Clark Gunn, General Electric field engineer; W. R. Crane, WGN-TV transmitter engineer, and Carl Meyers, engineering director of WGN Inc. Equipment was installed atop Tribune Tower.

BOXING RIGHTS

D. C. Commission Seeks 10%

PROMOTERS holding boxing matches in the District of Columbia would be required to pay the D. C. Boxing Commission 10% of all receipts from the sale of radio, television and motion picture rights, under provisions of a measure introduced in Congress July 11. The bill (HR 5578), authored by Rep. Oren Harris (D-Ark.), to amend a 1944 act regulating all boxing contests, would broaden receipts to include those obtained from sources other than by physical attendance. It would delete the limited "gate tax" provision which now covers only admissions paid at the box office.

Legislation, introduced at the request of the D. C. Boxing Commission, was referred to the District of Columbia Committee. The commission pointed out that other eastern cities have similar laws with respect to radio-TV receipts.

WLAV-TV TESTS

Reported Good

WLAV-TV Grand Rapids, Mich., now on test pattern, reports good pictures received from Battle Creek and Kalamazoo to Manistee, 101 miles north, and from Lansing across Lake Michigan.

Owner Leonard A. Versluis and Hy M. Steed, general commercial manager, believe their technicians approached a construction record from arrival of equipment June 25 to first telecast July 16. WLAV-TV is licensed to Mr. Versluis for operation on Channel 7 (174-180 mc.).

Film Merchandising

USE of television in selling motion pictures will be discussed at a three-day film merchandising meeting at 20th Century-Fox Film Corp.'s home office in New York July 27-29. Sixty advertising and publicity directors of the country's major theatres and moving picture circuits have been invited to attend.

THE DOCTOR LOOKS AT TV

Not Dangerous to Vision, Says Philadelphia Group

IF LOOKING at television hurts your eyes perhaps there was something wrong with your eyes before you ever acquired a TV set. In other words, TV is not dangerous to vision—this is the medical opinion of the Philadelphia Committee for the Prevention of Blindness, which considered the question as a result of the public's heightened interest in video. While the medical advisory board of the committee has carried on no actual research project on TV, it is able to base its views on general past knowledge about the eye.

The committee made three recommendations to the televiewer, to ensure his full enjoyment of TV without any after effects:

1. Don't sit too close to the TV screen. Less than five or six feet from the average set is "too close."

2. Keep the room as light as possible while viewing the screen. The reason for this is that the eye becomes "dark adapted" when it is registering images in a dark room and it tries to become "light adapted" when it encounters the bright television, thus producing a conflict and maybe a temporary headache.

Notes Screen Level

3. Look at the screen from a position on a level with it or from a position above it. It is natural for the eye to view objects below it, the committee explained. This advice, which also goes for viewing movies, is advocated especially for children, who are apt to follow TV while sitting on the floor.

The worst that can happen from this position, however, is that the children will become sleepy "and maybe parents will consider this an advantage." In summary, the committee points out that "the eye is a remarkable instrument which adjusts to a variety of situations without harmful effect. It takes pretty good care of itself."

TV Ship Attraction

PASSENGERS aboard the *S. S. Milwaukee Clipper*, plying from Milwaukee to Muskegon, Mich., now are enjoying television on all daily trips over the 85-mile distance. The ship has made the first installment of a television set and reports excellent reception of programs broadcast by the *Milwaukee Journal's* WTMJ-TV. The antenna has been erected at a height of 135 feet. Large crowds have been watching the WTMJ-TV shows in a spacious recreation room aboard the liner, it was reported. The room formerly was used for showing movies. Now television programs are shown at all times when WTMJ-TV is on the air. Movies are shown at other times.

'HOWDY DOODY'

Paris Files Suit

FRANK PARIS, puppeteer formerly employed on NBC's *Howdy Doody* video show, has filed suit against NBC and Bob Smith, who conducts the program, asking $200,000 damages plus a share in the profits of the program and an injunction restraining NBC from using the name Howdy Doody in connection with any puppet program. Suit was filed July 8 in the United States District Court, Southern District of New York, by Beekman Aitken, attorney for Mr. Paris.

Plaintiff, now puppeteer on *Pixie Playhouse* on WPIX (TV) New York, asserts that in September 1947 he was retained to put a puppet show on WNBT, NBC's TV station in New York, and that in January he introduced a puppet called Howdy Doody "which gained a great television acceptance." His repeated refusal to sell the puppet to NBC, Mr. Paris charges, led to an ultimatum that unless he did he would no longer be retained on the program and in May 1948 he moved to WPIX.

NBC then announced that Howdy Doody was having his face lifted and after an absence of some weeks returned the puppet to the air with a new face. This, Mr. Paris asserts, constituted "unfair competition" to him and "a fraud and a willful deceit upon the television public."

RTDG BOARD

Holds Three-Day N.Y. Meet

PLANS for future negotiations and organizational problems were analyzed over the weekend at a three-day meeting in New York of the Radio and Television Directors Guild's National Board.

Also on the agenda was the submission for approval of four recently negotiated contracts—WPIX (TV) and WJZ-TV New York for television directors and at KNX Hollywood and MBS New York for radio directors.

Other business included the investiture of four new board members: Ernest Ricca, New York; Mel Williamson, Hollywood; Hal Miller, Chicago and John Guedel, Hollywood. A vice president to succeed Bob Shayon and treasurer to succeed Bill Robson also were scheduled to be elected.

WFIL-TV Philadelphia sponsored second annual Police Athletic League boxing tournament, which it telecast each night after 9:30.

RADIO FAVORED

For Drug Items Advertising

RADIO will continue to "play an important part in the sale of drugstore preparations for many years to come," because many such products are not telegenic, Oliver B. Capelle, sales promotion manager of Miles Labs, said last week. He addressed the convention of the Ohio Pharmaceutical Assn. Wednesday at the Commodore Perry Hotel, Toledo.

"Anyone who suggests the abandonment of radio is unrealistic," Mr. Cappelle asserted. "We are told that six leaders in the manufacture of drugstore items (including Miles Labs) invested more than $30 million in shows and spots during the past year. This advertising produced good results for druggist and manufacturer alike."

Explaining that proprietary companies see a "great future in television, too—and one by one are adopting the medium and its fresh appeal," Mr. Cappelle added that problems arise in telecasting many drugstore items.

"You can't run the risk of illustrating the effects of a cosmetic which makes the prettiest face or the loveliest hairdo look like something the cat dragged in. A headache powder or a kidney pill doesn't pose an especially noteworthy picture."

In conclusion, he said that "except for package identification, a regular radio announcement can explain such a product's merits nicely."

DOMINION BANK

Analyzes TV, Advertising

RADIO and television, with special emphasis on the Canadian aspects, is reviewed in the monthly letter of the Royal Bank of Canada, the largest bank in the Dominion, with branches throughout South America.

The entire July issue of the bank's monthly letter is devoted to radio, and it concludes that "it could be one of the great functions of radio to supply complete, accurate and uncolored information about what is happening, to discriminate between what is a significant movement and what is trivial."

On the subject of radio advertising, the monthly letter states "we may assume that advertisers would not continuously spend millions of dollars if the sometimes stupid and almost always unmusical ditties with silly words supplied them by their writers did not attract purchasers by the hundred thousand. But radio is not at its best in the face of such pathetic poverty of imagination, coupled with such a low view of the people's intelligence standard."

WAYNE U., Detroit, is offering two summer courses in television.

Most exciting, entertaining TV news program?—Telepix!...which offers news while it's news...not just parades, fashions and baby kissing contests!

With total staff of twelve...five cameramen covering New York, Washington and much of the Eastern seaboard . . . two planes, a station wagon for fast on-spot work . . . AP and News wires . . . the most modern movie production facilities . . . Telepix provides a complete and comprehensive motion picture report on the New York area . . . is one of many outstanding programs now building larger, more attentive audiences for WPIX—New York City's only independent TV station.

For full facts on availabilities . . . phone, write, wire—WPIX, 220 East 42nd Street, New York City.

TELEPIX may be seen on WPIX every night except Saturday at 7:15...with a repeat just before closing.

WPIX

NEW YORK CITY • CHANNEL 11

Telestatus

Hollywood's TV Prospects

(Report 69)

By MAL BOYD
President
Television Producers Assn., Hollywood

THE IMMEDIATE future is not bright for Hollywood's place in the television sun. Based upon recent interviews with key television executives of 15 top national advertising agencies in New York, there is presently little hope for any quantity of West Coast production via kinescoping.

Only one agency executive was an outspoken advocate of kinescoping immediately from Hollywood for the eastern and midwestern networks. A top echelon man, with TV only one of his functions, he urged adoption of kinescoping now for five-minute programs in order to pare down overall budgets with a day's concentrated work. In fact, he went on record as endorsing use of kinescope to the extent that all programs in his shop would be done via kinescope on closed circuit. In this way, he pointed out, superior production quality could be enforced.

A Park Ave. agency's television head believes that New York's leadership in TV is so great that inferior quality, not kinescope, will confine Hollywood's programming on a local basis for several years. He cited poor film output on the West Coast in addition to backward, "B thinking" live programming as the basis for this point of view. He believes that New York television is mushrooming so fast that quality is automatically being advanced by leaps and bounds. He is convinced that kinescope will never provide a programming answer and that Hollywood must wait for the [co-axial] cable before it contributes on a national scale.

New York's Strides

A Lexington Ave. shop's television spokesman cited a somewhat similar story. His agency is staffing producers to such an extent that it leaves the West Coast operation in a non-activated condition. The agency feels New York is advancing by leaps and bounds and is not seriously considering West Coast activity primarily because it considers that Hollywood lacks the correct concept of the TV medium. Hollywood's output of films produced for television and the fact that Hollywood has not yet developed an outstanding television show capable of national acceptance (like the Chicago originated *Kukla, Fran & Ollie*) were the reasons advanced by the agency leader.

A top agency, located in Rockefeller Plaza, is receiving regular reports on Hollywood live and film output but has not yet been impressed to the point of following up any lead for a particular client. The agency agreed that before long it might delegate its West Coast television chief to place an option on certain shows and kinescope them for New York viewing. This agency believes that kinescope will be perfected enough within a year for viewing in the eastern market.

Kinescope Is 'Decoy'

One of the most active ad agencies in New York opined that kinescoping is a decoy. The agency's television head man flatly stated that, if kinescope were perfected today, his agency would not be using it to supplement eastern television. He considers video on the West Coast so inferior that it would act as a deterrent in the fast mushrooming drive to make the entire eastern and midwestern areas television conscious.

He believes that Hollywood is passing up an opportunity to experiment with new ideas. The ideas that clicked could be moved East where experimentation is already a dimming possibility in light of increasing costs and budgets. He further believes that Hollywood is learning video incorrectly rather than correctly and is wasting its time on program ideas which were in vogue in New York two years ago and have long since passed away. He cited as an example of the latter the fact that Hollywood's favorite live origination locally is a charades program. A similar program was extremely popular in New York in its pioneering days, he said. Now, New York's top charades program hits around a 13 Hooper and is kept on the air only because it draws that certain segment of people which is still buying sets and has not been subjected to video.

MAL BOYD is a packager in his own right, as well as heading the Television Producers Assn. Previously he operated his own movie exploitation firm handling campaigns for independent picture producers. He broke into radio as a radio producer with Foote, Cone & Belding, Hollywood, and also has been radio publicity director of Republic Pictures. Mr. Boyd recently returned from a three-week survey of television in New York and this article represents a consensus of agency thinking on the question of Hollywood originations.

The New York television head of one of the top agencies in billing claimed that one of his shop's New York originations had received a highly satisfactory kinescope the week before. He thought that television would have to improve technically in order to support programming. In his opinion, RCA will shortly unveil a kinescope system which will be of equal quality with live telecasting.

Mr. BOYD

* * *

He sees no reason why programs will not be kinescoped from Hollywood if they involved big names not available in New York or novel ideas which lend themselves to the medium. He said he feels no prejudice whatsoever toward the West Coast. He merely has not been impressed by Hollywood's output of film produced for video or by the great majority of Hollywood's live programming ideas or personalities.

He does not go along with the theory that top Hollywood names will draw video to the film capital. By way of explanation, he points to Fran (of *Kukla, Fran & Ollie*), the Goldbergs, Shirley Dinsdale and Kyle MacDonnell, as new stars developed overnight by the TV medium itself. He believes such personalities as these, who are capable of achieving complete naturalness, will be TV's big stars, whether they come from Hollywood or New York.

Sees Future Competition

A Madison Avenue television head feels Hollywood can't contribute to the national video scene until kinescope has been perfected with no apparent loss in quality contrasted to live telecasting. At that time, he said, Hollywood will be able to compete with New York on an equal basis in a programming sense, although management will remain in the East as it did in the case of motion pictures and radio.

One of the country's top agencies, which has not yet actively participated in television production, plans to make use of kinescoping from the West Coast when quality permits, according to its television head. This agency will be active in video this fall but has advised its clients to wait until that time in order to avoid being a lab for experimentation. Until kinescope quality is near-perfect, the agency will not advise its clients to subject eastern and midwestern audiences to viewing it, he said, because they have become accustomed to watching live local and cable programs.

A television spokesman for one of New York's most active agencies in television is dissatisfied with the kinescope results of its programs in Los Angeles and other non-cable areas. In light of this experience, the agency has no plans for kinescoping shows in Hollywood for viewing on kinescope elsewhere. In fact, the agency produces its programs with strictly live reception in mind and, although the shows are on kinescope, does not adjust its sets for better kinescope reception.

Whether kinescoping is perfected or not, TV programs will originate in New York for at least two years while close supervision is called for, according to the video spokesman of another television-active agency. When there is too much business for New York to handle, additional programs may be assigned a Hollywood emanation.

Kinescoping Advanced

Kinescoping is far enough advanced for immediate importation of Hollywood shows on kinescope into the New York market, according to the TV head of another agency. But he felt that it is problematical that many Hollywood TV formats are close enough in touch with eastern production developments to qualify on a programming basis. He also questioned the perfection of Hollywood's production values to the extent that a top national show could be handled out of Hollywood at this time, without considerable supervision by New York staff personnel.

He showed particular interest in Hollywood name value at a reasonably low cost, pointing out that the agency might recommend a "name" show to a client if the budget could be reduced proportionately to compensate for loss of viewing perfection via kinescope.

Four additional agencies covered unanimously agreed that kinescope will not provide a coast-to-coast programming answer until it has been greatly improved. But they conceded this may not take much time. However they felt that West Coast programming must more closely approximate rapidly developing program philosophies in the East and Midwest before Hollywood shows can be viewed on a national basis.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

Still more results on WMAR-TV in Maryland!

SERIES NUMBER 5

TV Success Story

Submitted by

S. & N. Katz

We were one of the early birds in television, starting on WMAR-TV back in November, 1947. It didn't take us long to realize we'd made a wise choice. We keep a variety of commercial films running so viewers can see some of the merchandise and services available in all our stores. Customers come in regularly and ask for "what we saw advertised on WMAR-TV."

Nathan Katz

☆

The television advertising referred to above was placed by

THE JOSEPH KATZ CO.
8 South St.
Baltimore, Md.

TV Success Story

Submitted by

GRIFFITH'S
3631 Hickory Ave.

The excellent results acquired from my television spot during the afternoon "WMAR-TV Sports Parade" leaves no doubt in my mind as to the sales producing power of this medium of advertising. I am convinced, beyond a doubt, that WMAR-TV has a vast buyers market in its television audience. Conclusive proof of the satisfying results I have experienced, is demonstrated by the fact that a renewal of my spot contract has been authorized by me.

CHARLES E. GRIFFITH

☆

The television advertising referred to above was placed by

ELMER D. FREE
Radio & Television Advertising
5 W. Preston St.
Baltimore, Md.

TV Success Story

Submitted by

HAMBURGERS

Baltimore at Hanover Sts.

Since our first one-minute film appeared on WMAR-TV, the many favorable comments we have received from new customers prove that television is a successful medium for us and WMAR-TV provides a receptive audience for our message. We are more than pleased with the selling job WMAR-TV has done for us.

Betty K. Hamburger

☆

The television advertising referred to above was placed by

THE JOSEPH KATZ CO.
8 South St.
Baltimore, Md.

TV Success Story

Submitted by

KOESTER'S BREAD

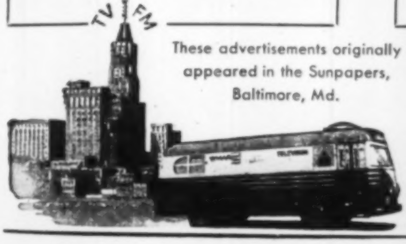
"One picture is worth a thousand words" says an old Chinese proverb —(but sounds like an Irish "ad" writer). Anyway it's true . . . In advertising . . . TELEVISION brings a series of pictures vitally alive . . . full of ACTION! Einstein himself couldn't figure out just how many words this is worth. A new advertising era of more pictures . . . fewer words, is here today. Koester's is in on the ground floor and we anticipate big advertising dividends.

CARROLL JONES

☆

The television advertising referred to above was placed by

CARROLL JONES
16 W. HAMILTON ST.
Baltimore, Md.



These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Film Report

POTENTIAL markets for TV film in England and Europe will be surveyed by **Miss Patricia McGowan** of **Film Studios**, Chicago, who left for England last week. Miss McGowan will try to find markets for two series of 13 and 26 films *Woman Speaks* and *Spanuth's Original Vod-A-Vil.* Survey will cover France, Italy, Norway, Sweden, Finland and Switzerland. Firm is considering sending representative to Central American countries to conduct similar survey.

Film Arts Corp., Milwaukee, is developing series of 13 12-minute films to be sold at about $75. Price is figured on basis of acceptance of films by one-half of stations now in operation, firm reports. Stations would be permitted to resell film for second runs on other stations . . . WNAC-TV Boston has signed with **Telefilm Inc.**, Hollywood, for *Roving Camera* series, on 26 week basis. To be sponsored by **Home Ease Oil Burners.**

United Artists, New York, announces its second major newsreel program within past few weeks. New newsreel aimed at vast women's daytime audience will feature coast-to-coast coverage of all important news events and personalities on distaff side of national and world scene. Entitled *Women in the News* film is scheduled for early fall release on one-a-week basis. On June 14 United Artists announced release of *Top Views in Sports*, starring **Jimmy Evans**, for telecasting on spot market basis.

IMPRO Inc., Hollywood, expanding into live television programming with plans to package two half-hour TV shows, *Court of Law* and *Gay Nineties Review*. **Kenneth Herts**, formerly with Armour Productions, joins IMPRO as vice president in charge of firm's live shows.

Gifford Phillips, president, and **Merrill Pye**, vice president in charge of production announce formation of new television production company. Firm to be known as **TEEVEE Film Co.**, will retain all assets of recently dissolved Telepak Inc. All syndication contracts of former company will continue under new TEEVEE banner with one-hour nationally syndicated show now in production . . . . **Chicago Film Labs** has completed series of four one-minute spots for **Kroehler Manufacturing Co.** (furniture), Naperville, Ill. Series feature live action in studio and showroom. Agency: **Henri, Hurst** and **MacDonald.** Produced by **Telecraft Films Inc.**, *You Can Dance*, quarter-hour open end TV film series will be sponsored on WJAR-TV Providence, by **Bette Rand Inc.**, dress shop. Agency **Ben Kaplan Advertising.** Telecraft also has produced one-minute commercial film spots for **Red Fox Ginger Ale Co.** and **Arrow Glass** for use on northeast television stations.

John Guerry Jr., has been named promotion manager of **Visual Aids Inc.**, Chicago firm which is going into production of TV films. Mr. Guerry was formerly sales and promotion man with Philco Corp., Philadelphia. . . . **Griffith Laboratories,** Chicago (spices) has contracted with **Jerry Fairbanks Inc.**, Hollywood for four one-minute commercials.

DALLAS AD MEN

Hear Seymour Andrews

KBTV (TV) Dallas plans to operate in the black from the moment it begins telecasting, Seymour C. Andrews, manager of the station, told a Dallas Advertising League luncheon.

Unlike other TV operations which have contemplated losing money at the start, Mr. Andrews said, "from the beginning we are out to make a profit on KBTV."

Another difference in television as he noted it in the Southwest is the fact that in that region private capital, rather than large corporations, is taking the risk. KBTV is owned by Tom Potter, a Dallas oilman.

Its building is nearing completion at a site north of downtown Dallas, and tests are scheduled to begin soon.

Mr. Andrews, formerly with WBAP-TV Fort Worth, added that with the prospect of three TV stations serving the Dallas-Fort Worth area by fall, competition "will improve the quality of our shows."

In addition to WBAP-TV and KBTV, KRLD-TV Dallas is scheduled to go on the air about Oct. 1.

MOVIE PROBLEMS

Video Seen as Aid

THERE is an equal chance that the benefits of television on the movie industry will exceed the detriments, according to a recent market letter of Hemphill, Noyes & Co., New York stock exchange member.

In an assessment of motion picture industry problems, the brokerage house indicated that surveys showed that the television set owner attends movies less. That trend, however, might be reduced by using television to sell feature films via trailers, it was said.

NEW national television fan magazine, to be known as *TV*, makes its first appearance during August, G & E Publishing Co., New York, has announced.

ONE of six candidates for "Miss Rheingold 1950" title, Rosemary Colligan, is prepared for her turn before the cameras by Roger Pryor, Foote, Cone & Belding's director of television, during shooting of "Miss Rheingold Candidates" film. The five-minute film, to be telecast over New York stations during August, when the public will elect a new "Miss Rheingold," presents the candidates in brief interviews by Cy Harrice.

REHEARSAL DEVICE

Introduced for Use in TV

TELEDRAMA Productions has demonstrated what it believes is the cure for one of video's most acute headaches—the need for rehearsal time far in excess of that required by radio.

After the initial readings of the script and a camera rehearsal, the cast ran through the action again with each member using a hand microphone connected with a Brush recorder, which recorded their voices on a tape. For the final part of the demonstration, each member of the cast and the announcer was fitted with an ear plug attached by a fine wire to a pocket receiver, all of this equipment invisible to the cameras.

As they acted the script again before the cameras, the cast and announcer got their lines from their own recorded voices, played back by the recording unit and carried on loops of wire strung around the video sets from which they were picked up by induction by the invisible receiving units. There was no hesitation, no fumbling for lines, despite the fact that the actors had received their scripts only two hours before.

Teledrama's recipe for eliminating memory and its attendant overlong rehearsals from TV drama is based on the Telesonic system of induction pickup, developed originally for use by the hard-of-hearing in theatres. The patented system is owned by Charles H. Lehman, president of Telesonic Theatrephone Corp., which manufactures the receiving units. S. A. (Jock) MacGregor and Philip N. Clarke, principals of Teledrama Productions, produced the demonstration of their time-shortening TV process in the television studios of the School of Radio Technique, New York.

FOR
SMART
TELEVISION
COMMERCIALS
1 VV RESPONSIBILITY
2 GET PRICES FROM
VIDEO VARIETIES
BEFORE YOU ORDER FILMS
SYMBOL OF VV RESPONSIBILITY
VIDEO VARIETIES CORPORATION
OFFICE
41 E. 50th ST.
STUDIOS
510 W. 57th ST.
NEW YORK
MURRAY HILL 8-1162

A GREAT TV FILM BUY!
CUSTOM MADE ONE MINUTE
TELEVISION FILM
FOR ONLY
$150.00
35 MM
16 MM
Additional prints at low cost!
Price Includes
- Artful production
- Animated tricky titles
- Effective illustrations
- Sound on film (consists of off-screen voice and music)

★

Quickest service from America's leading producer of spot message Motion Pictures for over 30 years
Save Time - Save Money
Write or Phone . . . .
Filmack Trailer Co.
1327 S. Wabash Ave . . . CHICAGO
Phone Harrison 7-3395

TV FILM & PRODUCTION SERVICES

ABT PRODUCTIONS, INC.

SPOTS, COMMERCIALS, ENTERTAINMENT
MOTION PICTURES FOR TELEVISION
SHORTS, FEATURETTES, FEATURES

PRODUCERS OF THE FAMOUS
ALBUM OF SONG SERIES

460 WEST 54th STREET
NEW YORK, N. Y.
COLUMBUS 5-7200

M & A ALEXANDER PRODUCTIONS

SPECIAL GROUP
OF
FEATURES

Available To Local, Regional Or
National Stations Or Sponsors

"I'LL SELL MY LIFE"
"CITY OF MISSING GIRLS"
"MEN ARE SUCH FOOLS"
"TOMORROW AT SEVEN"
"GOODBYE LOVE"
"CRASHIN' THRU DANGER"
"SAILOR BE GOOD"

Also 25 Westerns

6040 SUNSET BLVD.
HOLLYWOOD 28, CALIF.

AMERICAN TELEVISION, INC.

VIDEO COMIC STRIPS
"Bob Sterling, American Ranger"
13 HALF-HOUR EPISODES NOW READY
OPEN END FILM AND TRANSCRIPTION
LOW COST • WRITE TODAY
5050 BROADWAY, CHICAGO, 40

AVEC PRODUCTIONS

SUBSIDIARY OF
AUDIO-VISUAL ENG. CO.

We Operate Our Own Sound Studio
Using
16MM VARIABLE DENSITY RECORDING
"From Script to Screen"

232 E. ERIE ST. • CHICAGO 11, ILL.
MOHAWK 4-4435

V. S. BECKER PRODUCTIONS

Producers of Television, radio package
shows and spot commercials
Representing Talent of Distinction
562 FIFTH AVE., NEW YORK
LUXEMBERG 2-1040

BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF
FILMS
(INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

JULIEN BRYAN PRODUCTIONS

AVAILABLE FOR TELEVISION
WRITE FOR INFORMATION
International Film Foundation
1600 BROADWAY, SUITE 1000, N. Y.
CIRCLE 6-9438

TV HOBBY FILMS

(13 WEEK SERIES)
ALL NEW AND DIFFERENT
FILM ARTS CORPORATION
MILWAUKEE 3, WISCONSIN

FILM EQUITIES CORP.

SERVING TELEVISION

* * *

NEW YORK:	HOLLYWOOD:
1600 Broadway	933 Seward St.
CIRCLE 7-5850	GLADSTONE 1625

* * *

CONSTANCE LAZAR
TELEVISION DIRECTOR

GRAY — O'REILLY

COMMERCIAL SPOTS
FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

MARTIN VIDEO PRODUCTIONS, INC.

MEAN THE BEST
IN
TOP PRODUCTION METHODS
TOP FILMING TECHNICIANS
TOP SHOW MATERIAL

501 MADISON AVENUE, NEW YORK
PLAZA 5-2400

OFFICIAL TELEVISION, INC.

SUBSIDIARY OF OFFICIAL FILMS, INC.

COMPLETE VIDEO
PROGRAM SERVICE

NEW SHOWS READY SOON.
CONTACT IRVING LEOS.

25 WEST 45TH STREET,
NEW YORK 19, N. Y.
LU 2-1700

RKO PATHE, INC.

625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES
SOUND SLIDE FILMS

NEW YORK - CHICAGO
HOLLYWOOD

SHERMAN PLAN, INC.

CONSULTANTS ON
FILMS FOR TELEVISION
PRODUCERS — DISTRIBUTORS
420 VICTOR BLDG. WASHINGTON, D. C.
- STERLING 0780 -

TELESCRIPTIONS

ANIMATED TV SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

TELEFILM, INC.

COMPLETE FILM PRODUCTION
SERVICES FOR
TV SPOTS-PROGRAMS
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE
MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT!
UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film commercials, tailored to your cost needs

Complete film programs available; features, novelties, sports, science

WRITE . . . WIRE . . . PHONE . . .
TELEVISION DEPARTMENT AT

445 PARK AVENUE
NEW YORK 22, N. Y.

VALLEE - VIDEO

FILMS FOR TELEVISION

6311 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
—FROM SCRIPT TO
FINISHED PRINT
OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS

WITH EXPERIENCED MANPOWER
AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

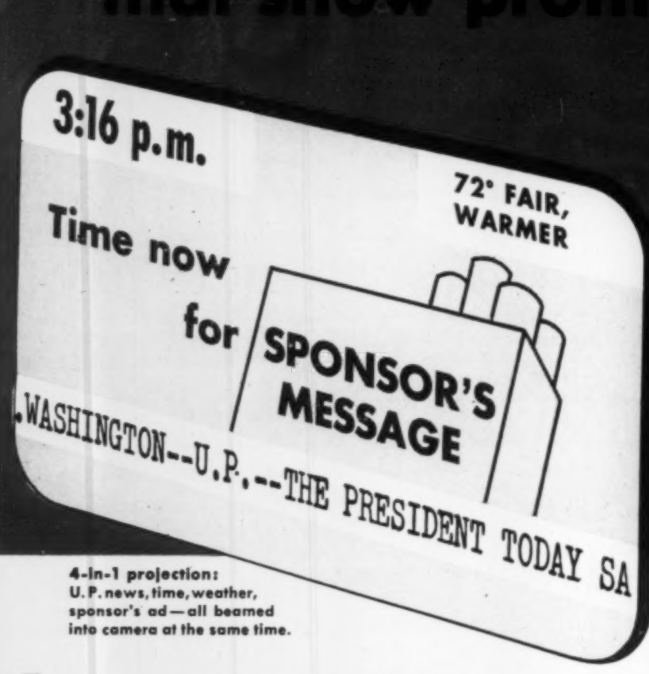
BROADCASTING - TELECASTING

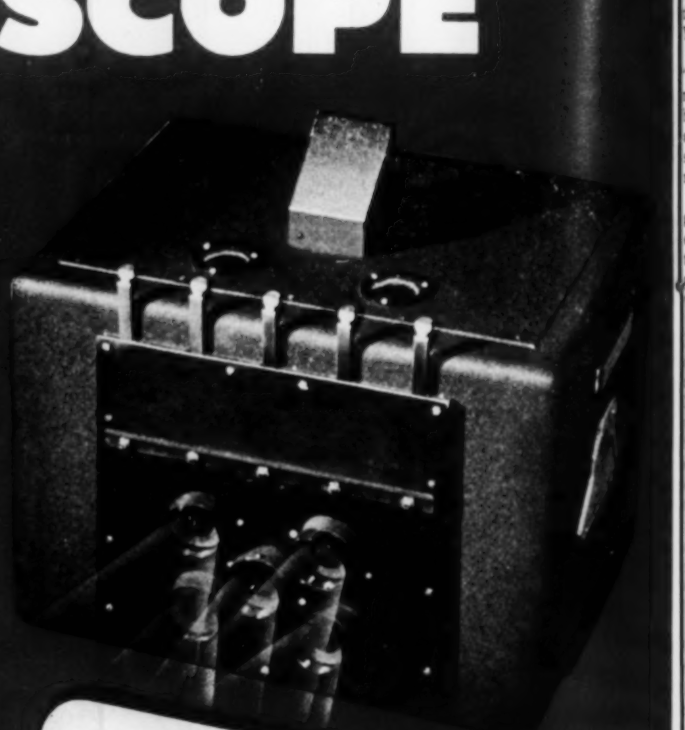
FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH

GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

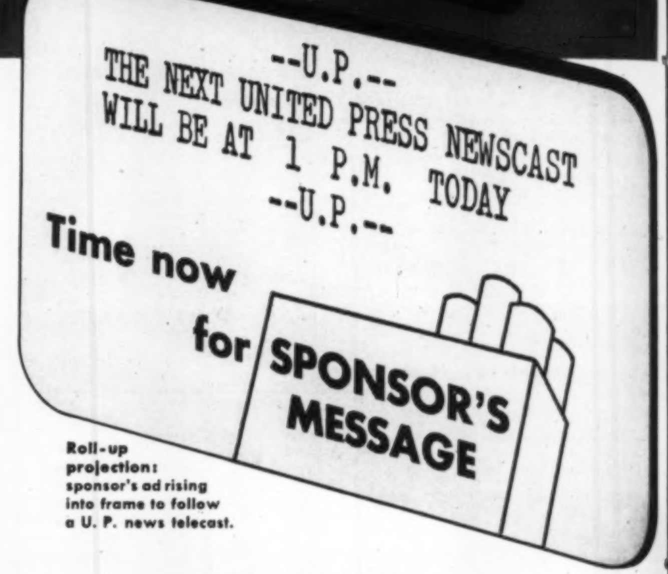
MULTISCOPE

for news shows that show profits





4-in-1 projection: U. P. news, time, weather, sponsor's ad—all beamed into camera at the same time.


--U.P.--
THE NEXT UNITED PRESS NEWSCAST
WILL BE AT 1 P.M. TODAY
--U.P.--
Time now
for SPONSOR'S MESSAGE

Roll-up projection: sponsor's ad rising into frame to follow a U. P. news telecast.

The Multiscope is a television projector of United Press news and commercials that's easy to afford, easy to operate, easy to make pay.

Stations from coast to coast are installing Multiscopes as fast as they can be made. They're turning dead-loss test-pattern time into lively dollar-making time.

Ground-floor sponsors are renewing contracts, extending programs. New advertisers are signing even before machines arrive.

The Multiscope automatically presents programs in two forms. Both are moving, illustrated, versatile, geared to mesh in smoothly with commercials.

The 4-in-1 projection beams into the broadcasting camera—all at the same time—a running ticker-tape of U. P. news, the time, the weather and—in the spacious center—station announcements, advertisements, news pictures—with dissolves, fade-ins, superimpositions, montages.

The roll-up projection provides a continuous, rising panel of U. P. bulletins interspersed with stations' or advertisers' displays, news pictures, cartoons, comic strips—an endless belt of interest and income.

The Multiscope requires only one operator—and no outlay of capital. United Press leases it as part of its special television service.

Demonstrations are readily arranged through United Press bureaus in Atlanta, Chicago, Dallas, Los Angeles and New York.

See it, lease it—profit.

FIRST SUBSCRIBERS

WBKB, Chicago
WWJ-TV, Detroit
WRKC-TV, Cincinnati
KLEE-TV, Houston
WOC-TV, Davenport
WJAR-TV, Providence
WAPI-TV, Birmingham
WBT-TV, Charlotte
WMTC, Memphis
WICU, Erie
WHIO-TV, Dayton
WKY-TV, Oklahoma City
WNAC-TV, Boston
KBTV, Dallas
KTLA, Los Angeles
WSB-TV, Atlanta

The Multiscope is made by Acme Electronix for Sterling Television, Chicago. Leased to stations everywhere by—

UNITED PRESS

WHOM

Examiner Bond Denies Request For Move to New York

WHOM Jersey City was told by an FCC hearing examiner last week that it can continue to program all but 15 minutes a week from New York City but cannot move its main studios there.

In an initial decision released Monday, Examiner J. D. Bond held that "the enormity" of Jersey City's needs for "locally originating broadcast service" outweigh all arguments advanced by WHOM in support of its proposal to move main studios.

Spokesmen for the foreign-language outlet said they would file exceptions and ask the Commission to hear oral argument on the examiner's report, which otherwise would become effective in 40 days.

WHOM, owned by Generoso Pope's Il Progresso Italo-Americano Publishing Co., is operated as a foreign-language station for the New York metropolitan area as a whole, not Jersey City alone. Elimination of its Jersey City studios, officials maintained, would decrease operating costs and thereby make more funds available for better programming, be more convenient, and abolish the "nuisance" of announcing the station as a Jersey City outlet with studios also in New York.

Mr. Bond paid tribute to WHOM's operations. He conceded that programming from New York alone would be more convenient for the staff and talent and less expensive for the station. He felt there would be "some deterioration" in program service if all broadcasts had to originate in Jersey City.

Sentiment of Witnesses

But he noted that moving the station would leave New York with at least 15 AM stations and Jersey City, a community of more than 300,000 population, with none. He stressed the "spirited opposition" presented by "prominent Jersey City witnesses"; theirs, he said, is a "community plea against destruction of the city's hope" for an AM outlet, "even though [WHOM's] local service is presently negligible."

Since denial of the application "will not directly require or effect any change" in the practice of originating all but one program per week from the New York studios, he concluded, "this decision will not impair the applicant's program service, talent availability or staff convenience." Of the added expense of the Jersey City studio and the "nuisance" of station-identification announcements in comparison with Jersey City's needs, he said: "The relative insignificance of the former is accentuated by the enormity of the latter."

He found "no merit to the applicant's claim that the Commission's actions [on past WHOM applications] evidence on its part such a recognition of the type of service rendered by station WHOM as requires or permits its grant of the proposed station move in disregard of the respective needs of the two cities."

Though Examiner Bond's decision would not affect WHOM's origination of substantially all of its programs from New York, FCC has pending a proposal which could. This is the plan to require stations to make a majority of their originations in the cities where their main studios are located. WHOM, however, has asked in this case for an exception in situations such as its own.

Mr. Bond found that WHOM, under present ownership, has improved its technical service, lengthened its hours, and "enhanced" its foreign-language programming by "quantitative and qualitative increases." He viewed the "integrating and Americanizing influences exercised and fostered by foreign-language broadcasting" as service in the public interest, and found WHOM's contributions in this regard to be "substantial." But the "basic and critical" question in the WHOM case, he ruled, is the relative need of New York and Jersey City for locally originating service.

WHOM is assigned 1480 kc with 5 kw.

for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Management

LESLIE MORSON, manager and program director for WNLC WNLC-FM New London, Conn., has announced his resignation, effective Aug. 11. Mr. Morson, who has been with station since 1944, leaves to pursue personal plans. No successor has been named as yet.

JIM MACRI, formerly acting manager at WOBS Jacksonville, Fla., has been named general manager.

J. B. (Steve) CONLEY, vice president of Westinghouse Radio Stations Inc., Philadelphia, underwent a gall bladder operation last Wednesday at U. of Pennsylvania Hospital, Philadelphia. He was reported showing favorable progress.

WILLIAM N. HAWKINS has been appointed manager of CFOS Owen Sound, Ont., succeeding **RALPH T. SNELGROVE**, who has been manager of station since 1940. Mr. Snelgrove leaves CFOS to start his own station, CKBB Barrie, Ont. Mr. Hawkins has been with CFOS since its opening in 1940, starting as announcer, and being assistant manager when promoted to the managership. Mr. Snelgrove will continue to be member of CFOS management board in advisory capacity. His own station is to go on the air early this autumn.

Mr. Hawkins

Mr. Snelgrove

HOWARD SUMMERVILLE, station manager of WWL New Orleans, was chairman of radio committee for Grand Isle Tarpon Rodeo, deep-sea fishing rodeo in Gulf of Mexico.

B. WALTER HUFFINGTON, general manager of WSAP and WSAP-FM Portsmouth, Va., has been elected chairman of Portsmouth Chapter of American Red Cross for two-year term. He recently served as director of public information for local Red Cross Chapter's 1949 fund campaign.

GEORGE T. CASE, acting manager of WNAO WNAO-FM Raleigh, N. C., is the father of a boy, Graeme Mitchell.

A. W. TRIGGS Jr., general manager of KAYX Waterloo, Iowa, is the father of a girl, Laurie.

CHARLES ROESER

Succumbs to Long Illness

CHARLES F. ROESER, 61, one of the owners of KFJZ Fort Worth and the Texas State Network, died July 14 in a Fort Worth hospital after a long illness.

He was head of a Fort Worth oil company, former president of the Independent Petroleum Assn. of America and chairman of the board of the Continental National Bank of Fort Worth.

DRUMMING UP BUSINESS IN PETROLEUM (Ky.)?

If you're drilling for business in Petroleum (Ky.), Mister, you've got *miles* to go before you hit any gushers. All the way to *Louisville*, in fact!

All you need to strike it rich in Kentucky are the 27 prosperous counties in the Louisville Trading Area. WAVE gets a greater and greater yield from this billion-dollar area every year, because WAVE drills everlastingly at it—doesn't go prospecting around in the low-yield parts of the State!

Better check on WAVE—at your very "oiliest" opportunity! And say, Bud—that's *now!*

LOUISVILLE'S
WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations – ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

RCA TUBES . . .

the standard of comparison

RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters

- RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is **RCA**

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

VOA BUDGET

Full $34 Million Okayed

PRESIDENT Truman last week was expected to give his approval to legislation making 1950 appropriations for the State Dept. after Congressional conferees finally broke a deadlock over different versions of the bill as passed by the Senate and House [BROADCASTING, April 11, June 13]. The conferees had been meeting since June 21 to reconcile amendments contained in the measure (HR 4016) which also carried funds for the Justice and Commerce Depts. and the Judiciary.

Highlights of the compromise reached by conferees:

State Dept.'s Office of International Information, under which Voice of America functions, and Office of Educational Activities will receive $34 million as proposed by the House instead of $32,343,900 urged by the Senate.

The Voice's curtain-type antennas at domestic shortwave transmitters requested by State Dept. were not allowed.

Commerce Dept.'s National Bureau of Standards is limited to $700,000 for building, grounds and plant facility improvements instead of $600,000 proposed by the House and $800,000 by the Senate. NBS would receive $1,400,000 for operation and administration compared to $1,310,000 approved by the House and $1,510,000 approved by the Senate. Bureau is allowed $3,100,000 for its radio propagation and standards work.

Sum of up to $2,760,000 could be transferred from OII to other State Dept. appropriations.

Funds for Commerce Dept.'s 17th decennial census would be put at a figure of $41,885,000.

Agreement was reported to the House floor July 15 by Rep. John J. Rooney (D-N. Y.). The OII-Voice budget request by the Bureau of the Budget originally called for $36 million, which was reduced to $34 million by the House and $32,343,900 by the Senate.

GENERAL ELECTRIC Co., Syracuse, N. Y. has announced FM-AM table radio at suggested consumer price of $49.95 in East.

WOWO Fort Wayne, Ind.'s supermarket brochure is delivered to Hal W. Hoag (r), Free & Peters manager in Hollywood, by Ralph S. Latham Jr. of WOWO sales staff. Mr. Latham, an aviation enthusiast, flew to the Coast on a combined business and pleasure trip.

UAW-CIO MEET

Stations Air Sessions

HEAVIEST coverage of a major labor convention was begun fortnight ago at the UAW-CIO convention in Milwaukee. WEXT Milwaukee carried the programs locally with the half hour and hour shows being fed to two UAW stations — WDET Detroit and WCUO Cleveland—the ILGWU station WFDR New York, WVUN Chattanooga and KFMV Los Angeles and Washington's WCFM. These are all FM stations. In addition proceedings were carried by WEMP Milwaukee, WWJ Detroit and WJJW Wyandotte, Mich.

Ben Hoberman, general manager of WDET, and News Commentator Guy Nunn handled the convention pickups direct from the convention floor with the voices of delegates interspersed with comments by Mr. Nunn. Speeches by Walter Reuther, Philip Murray and Franklin D. Roosevelt Jr. also were heard over the network.

KOMO Seattle, Wash., received annual radio award of Dept. of Washington, Veterans of Foreign Wars.

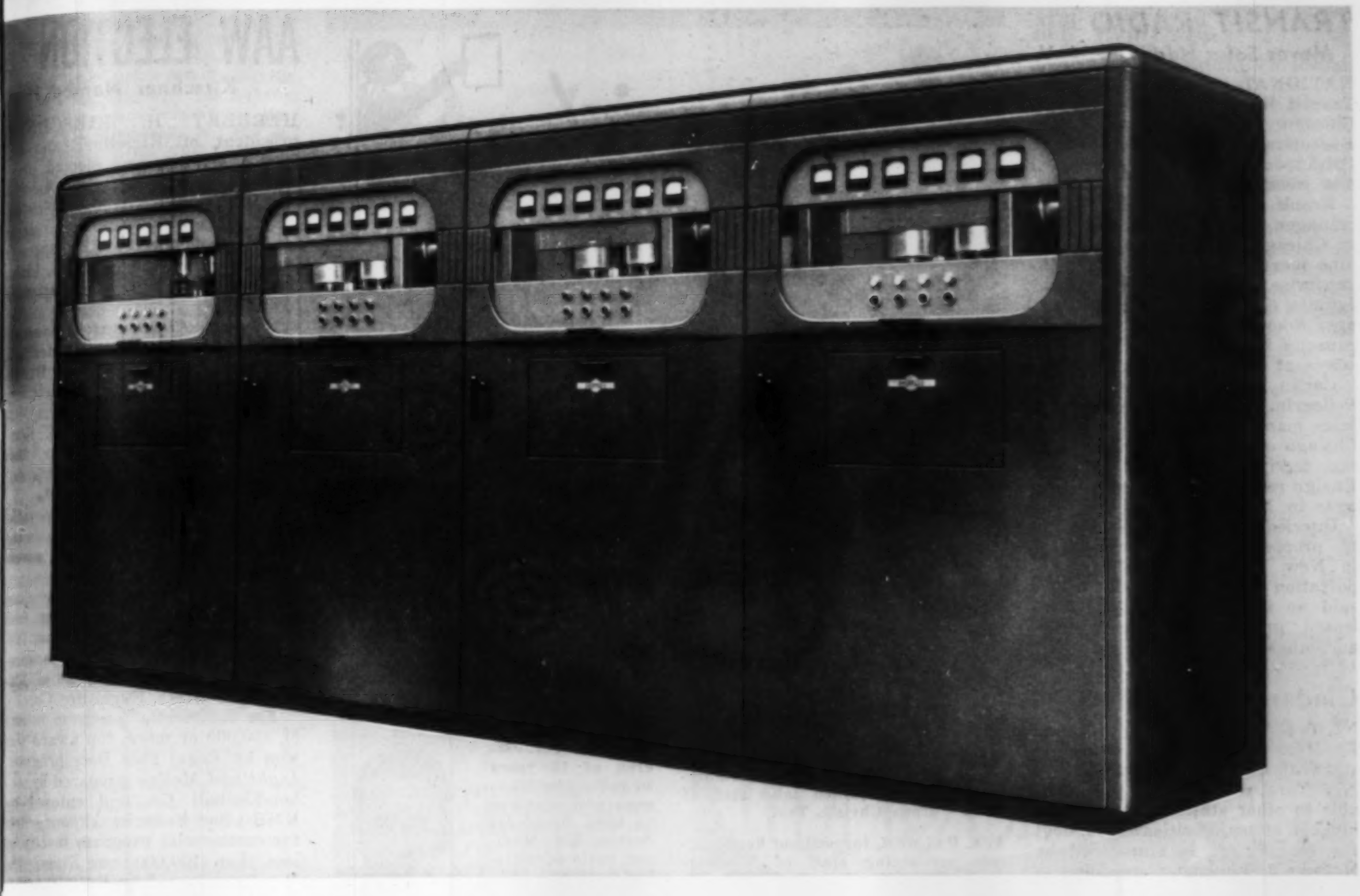
KEPO

EL PASO, TEXAS

690 K.C. 5000 WATTS FULL TIME

ABC NETWORK

Represented by: **JOHN BLAIR COMPANY**



Announcing the Collins 735A 25 kilowatt FM transmitter

Provides, with the Collins 37M FM antenna, the most efficient means of radiating 100 to 400 kw

The modern, thoroughly engineered 735A presents a dependable means of developing high FM power with an installation of comparatively small size and cost. Two power amplifiers instead of one, each developing 12.5 kw, are driven by a 5 kw amplifier, and it in turn by a one-kilowatt exciter.

Operation of the 735A with a Collins 37M FM antenna of four bays or more will produce from 100 to 400 kw effective radiated power in the most efficient and economical manner.

The outputs of the two power amplifiers may be combined to feed one transmission line and one antenna, or operated into separate transmission lines and two antennas. An exceptionally high gain (over 16 times using two 8-bay 37M antennas) may be obtained by stacking the two antennas of the separate feed system.

This transmitter and antenna combination will minimize your installation costs and complexities. The only components external to the four transmitter cabinets are three power transformers. The 37M antenna, well known for its light weight and light windloading permits the use of a less costly supporting structure, and is easier to install.

Only ten different tube types are used in the entire transmitter. Both power amplifiers and the driver amplifier use identical tube complements. Spare requirements are inexpensive.

Servicing is simplified by complete accessibility. Maintenance may be accomplished on one of the power amplifiers while the other is on the air.

Write us for full details about these and other advantages offered you in the new Collins 735A.

FOR THE BEST IN FM, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St.
NEW YORK 18

2700 West Olive Ave.
BURBANK

M & W Tower
DALLAS 1

Talbot Building
DAYTON 2

Fountain City Bank Bldg.
KNOXVILLE

TRANSIT RADIO

Moves Sales Hdqrs. to N. Y.

NATIONAL sales headquarters of Transit Radio Inc. will shift from Chicago to New York Aug. 8, Executive Vice President R. C. Crisler confirmed in Cincinnati last week.

Frank Pellegrin, national sales manager who has headquartered in Chicago since the office opened nine months ago, will continue to supervise national sales. He and Loretta Kealy, Chicago office manager who will work in the same capacity in New York, will occupy offices at 250 Park Ave.

Carlin French, assistant to Mr. Pellegrin, has been named western sales manager. He will head the Chicago office and supervise western territory activity. William Ensign remains eastern sales manager in New York.

Queried about the current status of proposed FM set installation in New York City public transportation vehicles, Mr. Crisler said no information could be released "in view of the [bus] strike and other confidential factors."

Cinderella Show Set

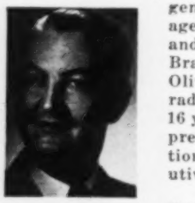
NEW $3,000 JACKPOT program, *The Cinderella Show* scheduled to start about Aug. 15 on WMCA New York, will soon be made available to other stations in a limited number of major cities throughout the country, it is announced by Norman J. Edelmann, president of Know-How Inc., the program's originator. The show combines with its prize gimmick recorded music, show gossip and interviews.

Commercial

ROBERT T. CHRYSTIE, formerly of WFAK Charleston, S. C., has been named commercial manager of KLEE Houston, Tex.

WILLIAM RAMBEAU Co., Chicago, has been appointed national representative for WILS Lansing, Mich.

ERNEST F. OLIVER, former commercial manager for WENY Elmira, N. Y., has been appointed general sales manager for WESB and WESB - FM Bradford, Pa. Mr. Oliver has been a radio executive for 16 years and is now president of National Sales Executives Inc., Elmira.



Mr. Oliver

RAY HERBERT, former account executive at WJHP Jacksonville, Fla., has joined WOBS same city as commercial manager.

CLARK HUDSON, former radio instructor for Naval Reserve, Birmingham, Ala., has joined sales staff of KSIX Corpus Christi, Tex.

A. A. PALMER, formerly of headquarters accounting staff of Westinghouse Radio Stations Inc., Philadelphia, has been appointed auditor for Westinghouse's WBZ Boston. Mr. Palmer is graduate of Temple U. in Philadelphia, and saw service as gunnery lieutenant for two years with Navy.

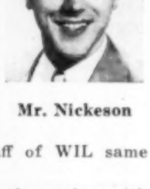
SID LANCASTER, sales manager of Radio Representatives Ltd., Toronto, and president of Toronto Radio Executives Club, is leaving Toronto in mid-August to return to western Canada. He was assistant manager of CFRN Edmonton before going to Radio Representatives Ltd. five years ago. He has no plans as yet, but expects to re-enter western Canadian radio.

BOLLING Co., New York, has been appointed national representative for KFGO, ABC outlet in Fargo, N. D.

FRAN COLE has joined KAYX Waterloo, Iowa, as commercial manager.

ALLEN CRAIG, formerly of sales department of WCLT Newark, Ohio, has joined WPTW Piqua, Ohio, in similar position.

RICHARD S. NICKESON, former continuity director of WKOW Madison, Wis., has joined WISC same city as sales manager. Veteran of 13 years in radio, Mr. Nickeson will continue to head Broadcast Service Inc., Madison radio advertising agency.



Mr. Nickeson

MILTON VANDEVENTER, for last four years member of sales staff of KMOX St. Louis, has joined sales staff of WIL same city.

JOHN M. PIPER, formerly with KWWL Waterloo, Iowa, has been appointed sales representative on staff of KIRO Seattle, Wash. He succeeds **PETER MERTENS,** who has been promoted to national sales service.

CHARLES KUGELMEIER has joined sales staff of WCAM Camden, N. J. He was representative for National Transitads in Philadelphia area for five years, and previous to that was associated with *Philadelphia Record.*

ROBERT M. SMITH, former member of guest relations department at NBC New York, has joined sales staff of WSAZ Huntington, W. Va. He served in recent war and was graduated from Marshall College in Huntington.

ROBERT H. HARTER, regional sales manager for WHO Des Moines, Iowa, has been elected vice president in charge of programs for Advertising Club of Des Moines.

BILL WARNER has joined sales staff of KBYR Anchorage, Alaska.

E. W. SWEATMAN Jr., manager of Atlanta, Ga., office of Headley-Reed Co. is the father of a boy, Eli Washington 3d.

JOHN McPARTLIN, local TV salesman at NBC Chicago, is the father of a boy, Gregory Michael.

POLICE officials will discuss crime increase over KDKA Pittsburgh today (July 25) in connection with Pennsylvania Chiefs of Police, Assn. convention in Pittsburgh.

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

Lp MICROGROOVE METHOD

Savings Like This!

- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side—
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc.

Trade Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas Trade Mark

Los Angeles:
8723 Alden Drive
Bradshaw 2-5411

New York:
799 Seventh Avenue
Circle 5-7300

Chicago:
Wrigley Building
410 North Michigan Ave.
Whitehall 6000

AAW ELECTION

Kirschner Named Head

HERBERT H. KIRSCHNER, president of Kirschner and Co., San Francisco, was elected president of the Advertising Association of the West at the 46th annual convention held this month in Vancouver, B. C. He succeeds Gilbert L. Stanton of Boise, Idaho. Five hundred delegates attended the five-day session.

Other officers chosen were: senior vice-president, Harold J. Merilees, director of publicity of the British Columbia Electric Co., Vancouver; vice-president-at-large, Lorna Moitoret of Honig-Cooper & Co., Seattle; secretary-treasurer, Ted Stromberger of West-Marquis Advertising Agency, Los Angeles.

The session also was highlighted by announcement of awards in the association-sponsored radio advertising contest.

For spot announcement in cities of less than 100,000 population, first place went to KFXD Nampa, Idaho, for Bugler Feeds announcements; second to KIDO Boise, Idaho, for Fosters Furniture Co.

For commercial program in city of 100,000 or more, top award was won by Regal Pale Beer program *Light and Mellow* prepared by Abbot-Kimball Co. and entered by KNBC San Francisco. Placing first for commercial program in city of less than 100,000 was *Stump the Band*, sponsored by Sexty's Jewelers, Boise, prepared by KDSH.

Announced as best over-all entry and winner of the Vancouver Perpetual Trophy was Bugler Feeds spot announcement prepared by KFXD.

No award was made for spot announcements in cities of 100,000 or over.

Feature

(*Continued from page 10*)

child was rushed to the hospital the night before the presentation. Next morning, Mr. Bruce went with reporters to the hospital, set up his wire recorder in a closet and summoned the teen-age mother, Mrs. Warren Boudreaux.

When told by Mr. Bruce that she and her husband won the award, Mrs. Boudreaux sobbed, "God has been good to us" into the WDSU microphone.

The five-minute interview was featured next day on the *New Orleans Item's* front page with picture and story. UP and ACME's New York offices released copy and photos to all member newspapers.

Summing up the promotion, Robert D. Swezey, WDSU executive vice president, said the amount of solid public relations, good will and listener interest precipitated by the promotion was immeasurable.

"I am confident that promotions similar to our 'Tenant Wanted' could be utilized by other stations successfully," Mr. Swezey said.

Production

WILLIAM MURPHY, formerly chief announcer of WMIX Mt. Vernon, Ill., has joined announcing staff of WJPS Evansville, Ind. Mr. Murphy, who has been in radio for six years, was at one time with KFYR Bismarck, N. D., and staff announcer with NBC Chicago.

DEL FRANK, formerly of WCAV Norfolk, Va., and WMID Atlantic City, N. J., has joined announcing staff of WSAP and WSAP-FM Portsmouth, Va. He replaces **SCOTT DAVIS**, resigned.

JACK FULLER has left WBBM Chicago to join announcing staff at WGN Chicago. Former freelance announcer, M. C. and actor, he appeared on Procter & Gamble shows in Canada and on nine William L. Wrigley Jr. Co. programs aired weekly on CFRC Toronto.

GENE ROBINSON, former control room operator at WCHS Charleston, W. Va., has returned to station as announcer. He has completed one year's work at Purdue U. in engineering. He replaces **MEL BURKA**, resigned.

GEORGE W. LEE, author of *Beale Street Where the Blues Began* and other stories about blues, has joined WHBQ Memphis as disc jockey.

DICK WYATT, program assistant at WENR-TV (ABC) Chicago, has resigned to join New York cast of "High Button Shoes" as a featured ballet dancer. Musical will tour West Coast after several weeks of rehearsal. Mr. Wyatt, who has been at station since March, is former dancing star with national ballet troupes and appeared in "High Button Shoes" road company last season.

HELEN J. SIOUSSAT, CBS director of talks, has been cited by American Heart Assn. for "devoted service rendered to the 1949 National Campaign to combat diseases of the heart and circulation."

HERBERT FONTAINE has been appointed program director for WCOU and WCOU-FM Lewiston-Auburn, Me. Mr. Fontaine had been staff announcer, copy writer and special events man for WCOU. He replaces **GENE PARKER**, resigned.

FRANK SATENSTEIN, president and executive producer of Marathon Pictures Corp., New York, has joined CBS-TV program staff as a producer-director. He will continue his association with the film company in advisory capacity.

LINN BURTON of WAAF, **DAVE GARROWAY** of WMAQ, **EDDIE HUBBARD** of WIND, and **ERNIE SIMON** of WJJD, all Chicago disc jockeys, headlined Chicago Theatre stage revue for two weeks in third appearance in past one and one-half years.

HAL THOMAS has joined announcing staff of KBYR Anchorage, Alaska.

FRANK CROMBIE, formerly program director of WTAC Flint, Mich., has joined program-production and announcing staff of WKBZ Muskegon, Mich. **STEVE CONRAD**, formerly sports announcer for WDUZ Green Bay, Wisc., joins same station as announcer.

WAYNE FARRELL, formerly of WJHP Jacksonville, Fla., has been named program and production manager for WOBS same city. **JACK HARRELL** joins WOBS as continuity director. Mr. Harrell was formerly staff man and librarian at WJHP.

BERNIE WAIN, formerly of WILL Urbana, Ill., has been added to announcing staff of KAYX Waterloo, Iowa. **DELORES DAGGETT**, formerly with KXEL Waterloo, has been appointed traffic supervisor.

JACQUELINE BILLINGSLEY, DONALD DUKE, KERMIT MURDOCK and **PETER CAPELL** have joined cast of NBC serial *Front Page Farrell.*

ROBERT PLATT has joined WCFL Chicago as program director. **JACK ODELL** continues as production manager. Mr. Platt previously was assistant program director at WIND Chicago.

HARVEY BUCK, formerly program director of WGLN Glens Falls, N. Y., has moved to Albuquerque, N. M. He is undergoing treatment at Veterans Hospital there.

JOHNNY DESMOND replaces Cruisin' Crooner **JACK OWEN** on ABC's *Breakfast Club* from Chicago. During war, Mr. Desmond was a member of the Glenn Miller Air Force band.

AUBREY ISON, KAGH Pasadena, Calif., program director, is in England for three-month visit.

GENE MILLER, continuity editor for KRES St. Joseph, Mo., and **HELEN KARRER**, music librarian at same station, have announced their marriage. Both plan to remain with station.

RUSS MAYBERRY, stage manager at WBKB (TV) Chicago, and **HELEN GRAVER**, daughter of **R. A. Graver**, vice president in charge of general sales for Admiral Corp., plan to be married in October.

ROBERT MOORE, writer for WHO Des Moines, Iowa, and Harriet Porter have announced their marriage. **PAULINE TURNER**, program department secretary for same station, and Donald Olson also have announced their marriage.

JOE SIMON, director at WBKB (TV) Chicago, and **ANN GREEN** of WJJD Chicago are to be married Sept. 3.

AFN POSITIONS

Open for Radio Personnel

HIGHLY SKILLED radio personnel seeking employment with the Armed Forces Network in Germany will be interviewed by Louis Adelman, chief of operations, who will arrive in New York Aug. 8.

Mr. Adelman stated that key positions are open in the engineering, program, news and sports departments. He will interview applicants in Room 1050A at 641 Washington St., New York, Aug. 8 until Aug. 20. Appointments may be made by calling Watkins 4100-Ext. 95 and all applicants are advised to have complete written details and recommendations at the time of their interview.

ANNUAL National Electronics Conference, a forum on research, development and application of electronics, will take place in Chicago Sept. 26-28 at Edgewater Beach Hotel.

WBNS SPOTLIGHT

LOOKING FOR A BARGAIN IN RADIO? WBNS HAS IT IN CENTRAL OHIO—

Yes, for just 74¢ per thousand tuned-in homes you can broadcast your sales message to this rich Central Ohio area. It's low cost advertising with high results. That's because WBNS has the listening audience of Central Ohio . . . an audience that goes out and buys your product when they "Hear it on WBNS."

TOP TEN COLUMBUS HOOPERATINGS AGAIN PROVE WBNS LEADERSHIP—

Hooperatings-Winter-Spring 1948-49-Monday thru Friday daytime, show the top ten to be WBNS programs. Another demonstration of the station's intensive coverage of Central Ohio.

BILL ZIPF'S "FARMTIME" TOP DAYTIME HOOPER FOR LOCAL PROGRAMMING IN CENTRAL OHIO—

Go into the rural areas of Central Ohio and ask them if they know Bill Zipf. Your answers will run into the thousands who day after day depend upon Bill for information on farming. . . . Newspaper columnist, authority on agriculture, broadcaster, friend—that's Bill Zipf to the farmer and city dweller of this area. A novel twist to this farm packed program is Sally Flowers with her salty songs and snappy humor.
Here's a sales harvest for advertisers.

COVERS CENTRAL OHIO

IN COLUMBUS IT'S

WBNS

POWER 5000 D • 1000 • N CBS

ASK JOHN BLAIR

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

Out August 15
MARKETBOOK
SPOT RATE FINDER

Free to Subscribers
MARKETBOOK
SPOT RATE FINDER

Essential Market Facts
MARKETBOOK
SPOT RATE FINDER

Spot Radio Figures
MARKETBOOK
SPOT RATE FINDER

Retail Sales Breakdown
MARKETBOOK
SPOT RATE FINDER

County, State Figures
MARKETBOOK
SPOT RATE FINDER

AM FM TV Station Data
MARKETBOOK
SPOT RATE FINDER

Service for a Year
MARKETBOOK
SPOT RATE FINDER

Single Copies $1.00
MARKETBOOK
SPOT RATE FINDER

Free to Subscribers
MAIL COUPON TODAY

Send me 52 weekly issues.
1949 MARKETBOOK, and
1950 Yearbook in January

NAME

STREET

CITY ZONE STATE

I ENCLOSE $__________
PLEASE BILL ME ☐

BROADCASTING • TELECASTING
Nat'l Press Bldg., Wash., D. C.

SAVINGS DRIVE

Treasury 'Over Top,' Praises Radio

TREASURY Dept. has exceeded its quota of $1,040,000,000 in the Opportunity Savings Bond drive which ended June 30—thanks largely to radio's "sensational" promotion job, the department acknowledged last week.

While official figures were not yet available for the period May 16 through June 30, final day of the drive, Treasury spokesmen disclosed that the figure would approximate $2 billion, surpassing the goal set by the department last spring. Final accounting date was July 15, and totals will be released shortly, the Treasury reported. Estimated value of radio time and talent in 1948 was in excess of $25 million, it noted.

"While the radio industry has done a magnificent job in the promotion of Savings Bonds from the beginning of World War II up to the present, it was sensational in the recent drive," said Edmund Linehan, associate radio-TV chief at Treasury and former program director at KSO Des Moines, Iowa. Radio's role also won acclaim from higher department officials, currently away from Washington, it was reported.

The drive opened May 16 with a full-hour broadcast featuring Hollywood talent and addresses by President Truman and Treasury Secretary John Snyder over the four networks [BROADCASTING, May 16]. Program was offered to independent stations as well, with an estimated 1,981 stations carrying the show.

The Treasury Dept. also has announced a five-minute children's transcribed feature, *Bill Squirrel*, will be aired on over 100 stations beginning in September. A single announcement of the program's availability drew over 500 orders from stations coast to coast, the department revealed.

McCANN TO WNEB

Named Commercial Manager

EDWARD T. McCANN Jr., formerly with the sales department at WCOP Boston, and more recently with WTAG Worcester, Mass., has been appointed commercial manager of WNEB Worcester. He succeeds Kenneth B. Murray who has sold his stock in the station and resigned as vice president and commercial manager.

Mr. McCann

Mr. Murray was one of the original incorporators of WNEB and had been active in the sales department of the station since its inception in December 1946. John J. Hurley, general manager, and Paul C. Lytle, president, remain as principal owners of WNEB. Mr. McCann is a native of Worcester and prior to entering radio he served as an officer for three years in the Anti-aircraft Artillery Div. of the Army.

MUNIZ RE-NAMED

Heads Puerto Rico Assn.

TOMAS MUNIZ of WIAC San Juan, P. R., was re-elected president of Puerto Rico Broadcasters' Assn. at the annual meeting July 13 at San Juan Zero Club. Representatives of 17 Puerto Rican stations attended the session.

Re-elected vice president was Harwood Hull, WAPA San Juan. Also named were Alfonso Jiminez Aguayo, WPAB Ponce, secretary, and Angel del Valle, WKAQ San Juan, treasurer.

The new board of directors for 1949-1950 includes Federico Virella, WVJP Caguas; Jose Madrazo, WMDD Fajardo; Andres Camara, WPRA Mayaguez; Gustavo Diaz, WENA Bayamon, and Ramon Montaner, WPRP Ponce.

WWDC Signs Massey

JON MASSEY, called "Washington's No. 1 Negro Disc Jockey," has been signed by WWDC Washington AM-FM to do a daily morning show and a Saturday night program, Ben Strouse WWDC general manager has announced. Mr. Massey, 28, was born in Princeton, N. J., but spent most of his life in South Carolina. He went to Washington two years ago, made a try at radio on a guest appearance basis and caught on with his musical knowledge and glib personality, Mr. Strouse reports.

Regular Rates

(*Continued from page 8*)

ing organization, purpose of the request for time, whether the subject is controversial and who, if anyone, represents the organized opposition, and the person to contact for further details and arrangements.

Heart of the questionnaire, however, is contained in items 5 and 6 and in a signed certification by the applicant. Question 5 asks whether the applicant is requesting free coverage by other mass advertising media, and if so, which ones. The sixth item asks whether the requesting organization has an appropriation for advertising.

The closing statement, which must be signed by the applicant with his title in the organization, reads as follows:

"This is to certify that no money will be spent during this calendar year for advertising on other radio stations, billboards, car cards, or in newspapers, promoting this project or event. It is agreed by the undersigned and the organization represented that if any funds are so spent, the undersigned will pay Fisher's Blend Station Inc. [KOMO], at regular card rates for all services rendered."

It is the closing sentence which serves as the clincher, Mr. Green told BROADCASTING, and has already resulted in the withdrawal of several requests for free time.

Canadian Set Output

A TOTAL of 158,000 radio receiving sets have been produced in Canadian factories in the first three months of 1949, according to a report of the Dominion Bureau of Statistics, Ottawa.

WTIC Hartford, Conn., received award from Council on Radio Journalism for providing radio-news internship.

The last
WORD
...for results in)
SPARTANBURG
MORE FOR YOUR
DOLLAR WITH
WORD in Spartanburg
See TAYLOR-BORROFF

WDYX-FM
12,000 WATTS
DUPLICATION

—WORD—
OF
SPARTANBURG

ABC
SERVING THE
HEART OF THE
PIEDMONT
CAROLINAS

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative J P McKINNEY & SON

Promotion

VIVIAN J. COOPER, formerly of WIP Philadelphia promotion department, has been appointed publicity director of WKDN Camden, N. J. Miss Cooper will also do *Carol Dean Show*, women's feature aired daily.

RICHARD L. PECKINPAUGH, formerly of ABC recording department, New York, has been appointed promotion manager for KSIX Corpus Christi, Tex.

MICHAEL ANDREWS, member of continuity department at WCAE Pittsburgh, has transferred to merchandising department.

EDWARD M. KEATH has joined staff of St. Louis **Globe-Democrat** as radio promotion man. Newspaper is affiliated with KWGD-FM St. Louis. Mr. Keath has been with KFRU Columbia, Mo., WIL and WEW both St. Louis, as announcer-newscaster.

DOROTHY FLECK has been appointed promotion director for WTRC Elkhart, Ind.

CRAIG CLAIBORNE, ABC Chicago publicity assistant, leaves network July 29 for Paris where he will do graduate work in geography and history at Alliance Francaise. Mr. Claiborne, who has worked at ABC for 3½ years, was graduated from U. of Missouri. He plans to remain in Europe two years. He is succeeded by **JIM DUFFY,** former reporter for Rockford (Ill.) *Register Republic* and Beloit (Wis.) *Daily News*. Mr. Duffy also was assistant publicity director at Beloit College.

VINCENT PIANO, promotion manager for WSB and WSB-TV Atlanta, Ga., is the father of a boy, Victor Louis.

Three-Dimensional Display

DIFFERENT TREATMENT of window display for *Cisco Kid*, Frederic W. Ziv production sponsored by Schulze Baking Co. for Butternut Bread on WGN Chicago, was effected by station. Window at WGN was set up in three-dimensional effect with cut-outs of Cisco and Pancho, program's leading characters, against background of desert and sky. On sign hanging from cactus to right of central figures, name of sponsor was displayed. Bottom of window was occupied by large block letters giving program information.

KDKA'S Coverage

SURPLUS full length coverings used as gas protectors during war are being distributed to the trade by KDKA Pittsburgh as rain shields. Coverings, which look like small tents, are sent out to point up KDKA's coverage of tri-state area. "Slip it in your golf bag . . . in your desk drawer . . . and when you get caught in a sudden shower . . . it will give you swell coverage," station suggests, adding, "Nothing can beat KDKA's coverage."

Winner Takes Job

SIXTEEN-WEAR-OLD Beverly Hope is fulltime news writer for two summers as result of winning first prize in WINS-*Herald*, Westchester, N. Y., contest, open to high school boys and girls in Westchester County. Contest ran for six weeks and weekly winners were interviewed on *Know Your Community* show over WINS. Purpose of contest was to find and encourage talented high school students in factual news reporting.

'Stop the Airplane!'

UNUSUAL promotion stunt is used by WBMD Baltimore on quiz show *Stop the Airplane*. Program begins in studio where announcer explains that plane is circling particular area with banner reading "Listen Now—WBMD—And Stop the Airplane." One letter of inscription is missing, and phone calls are made to homes in area to find listener who knows which letter. When one is found, program switches to second airplane which goes into whining dive, giving listeners feeling of falling through space.

Log Supplement

PAID radio and television listings, supplementing regular radio log, will appear in *Chicago Tribune* starting Sept. 2, according to Advertising Manager C. E. McKittrick. Regular directory will continue to list all major AM and TV shows but sponsored listings, pointed up with a star, will appear at top of each time bracket. Star will also be carried at top of radio log with statement: "Starred program listings are all paid for by sponsors to give you more complete information about their radio and television programs."

'Madame X'

SERIES of displays pointing up volume and variety of acceptances accorded 45-rpm system in RCA Victor's "progress report," is spotlighted by live reproduction of company's "Madame X" ad. At National Assn. of Music Merchants Show this week (July 25-28) in New York, "Madame X" will circulate among visitors, handing out $10 bills for correct answers to questions she will ask concerning 45-rpm system. As result of tie-up with manufacturer of Life Saver candy drops, visitors will receive free packages of drops wrapped in covers bearing inscription, "45-rpm system—Life Saver of Record and Phonograph Industry."

Wrappers Have Answers

ANSWERS to question of the week asked on Jaeger's Butter-Nut Bread quiz show over WISN Milwaukee may be found in standard reference books or on band around any loaf of Jaeger's bread. Telephone-conducted quiz program is heard Monday through Saturday, and offers cash awards or fully equipped bicycle.

KTUL and News

ILLUSTRATED folder pointing up news coverage and reporting services of KTUL Tulsa, Okla., is being distributed by station. Folder gives brief accounts of specialized news stories covered by station.

Combined Efforts

TYING IN SOAP and shortening with electrical appliances, Lever Bros., Cambridge, Mass., and Westinghouse Electrical Corp., Pittsburgh, are joining forces in sales-promotion campaign. Buyers receive two dollar purchase certificate toward specific Westinghouse item in exchange for two Lever product wrappers. Project is being promoted on Lever's regularly scheduled network shows.

Gadget Contest

PRIZES TOTALING $360 will go to inventive farm men and women who enter home-made, labor-saving devices in Farm Gadget Show sponsored by WMT Cedar Rapids, Iowa. Gadget Show is one of many attractions scheduled for WMT's Fourth Annual National Farm Field Day, July 29. Considerable emphasis is being placed on farm safety, and two special prizes will be awarded in this category.

Graphic Folder

FOLDER containing graphs and other information concerning the advertising potentialities of WTAG Worchester, Mass., is being distributed to the trade by that station.

Travel in Kansas

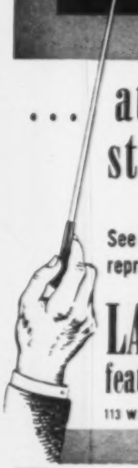
ALUMINUM AUTOCOAT hangers inscribed with message, "Travel far in Kansas selling—hire WIBW—the voice of Kansas," are being distributed free with compliments of WIBW Topeka, Kan. Additional hangers, plus copy of study, *The Kansas Radio Audience of 1949* and WIBW's current and near future availabilities, are available by writing station.

K. M. Landis II

KENESAW MOUNTAIN LANDIS II, commentator at WMOR (FM) Chicago, died July 12 at Billings Memorial Hospital. Mr. Landis was the son of Frederick Landis, former Congressman from Indiana, and grand-nephew of K. M. Landis, first high commissioner of baseball. He is survived by his wife.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

for
NETWORK
CALIBRE
PROGRAMS



. . . at local
station cost

See your station
representative or write

LANG-WORTH
feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

Mr. Carl S. Brown
Sherman and Marquette, Inc.
Chicago, Illinois

Dear Carl:

Th' tempchure ain't th' onliest thin' wot's up here in th' home town of WCHS. Nosirree, this is th' upenist town I ever heerd of! Just t'other day I seen in th' papers thet retail sales is UP an' thet bank clearances is really rollin'. Also seen where th' post office here is buster'n a bee, an' thet's allus a good sign! Then we heerd thet there wouldn't be no mine shutdown this year—an' boy wuz thet good news! Effen thet's true, then jest add it ter all th' rest an' you has one of th' best bizness spots in th' whole durned world! We here at WCHS tho't you'd like ter keep these thin's in mind!

Yrs.

Algy

WCHS
Charleston, W. Va.

On All Accounts

(Continued from page 10)

would be more opportunity in a smaller office, he joined Kenyon & Eckhardt as assistant to radio director Joseph Stauffer, now N. W. Ayer & Son production chief. Bob's first assignment was supervising *What's My Name* and producing one-minute commercials. Later chores were producing the *Jack Berch Show*, supervising production on *Superman*, *Breakfast Club*, *Breakfast in Hollywood*, *Jean Sablon Show*, *County Fair*.

Frequent business trips to the West Coast during this time further infected him with the California bug and, in 1948, when he was offered the job of heading the agency's Hollywood office, Bob took it. In this capacity he supervises production of Hollywood originating shows: NBC *Noah Webster Says*, and CBS *Mother Knows Best*, and has been purchasing properties and arranging for appearances of stars on CBS *Ford Theatre*.

In 1936 Jeannette Scott became Mrs. Wolfe. The young Wolfes, with Catherine, 9, and Virginia, 5, are very proud of their newly-purchased home in Brentwood.

Bob restricts his club activity to one—the Hollywood Ad Club. Hobbies include swimming, horseback riding and taking pictures.

OZZIE & HARRIET
Are Signed by ABC

OZZIE NELSON and Harriett Hilliard were signed last week to a long term contract covering radio and television by ABC.

The team, whose CBS program was dropped last spring by International Silver Co., will begin a weekly broadcast of their *Adventures of Ozzie and Harriett* next fall, ABC said.

Also included in the contract were the two Nelson children, David, 12, and Rickey, 9, who play themselves in the series. It was understood the contract was for 10 years and that, if options are exercised, Mr. and Mrs. Nelson will earn a minimum of $1 million.

MAKING PLANS for new sequences in radio to be offered by Long Island U. this fall are T. E. Kruglak (l), chairman of LIU's journalism department and secretary of The Katz Agency, New York, and Tristam W. Metcalfe, president and dean of the university. Courses will include seminar for journalism seniors on "Radio and Television in Transition." Radio writing course, a laboratory session, will be taught by Harold Hirschman, WABF (FM) New York.

FULLTIME AM
WERE Adds to FM Set-up

CLEVELAND now is being serviced by its first fulltime AM independent.

On July 9, WERE added AM to its FM facilities already in operation. WERE's programming now includes allotment of air time to Cleveland's various civic, religious, welfare, fraternal and other organizations which heretofore reportedly have not had regular programs of their own on local stations because of network commitments or operating time limitations.

Fred R. Ripley, WERE general manager, says his organization has been pleasantly surprised by the reception accorded the station, particularly by the city's nationality groups.

Owned by the Cleveland Broadcasting Inc., WERE operates on 1300 kc with 5 kw fulltime.

WHAS SALE
Crosley, Station Owners Ask Oral Argument

EXCEPTIONS urging FCC to reverse the hearing examiner's initial decision and approve Crosley Broadcasting Corp.'s $1,925,000-plus purchase of WHAS Louisville properties have been filed by both Crosley and the *Courier-Journal* and *Louisville Times*, owners of WHAS.

The facts and FCC's own rules and policies demand approval of the transfer, the two clear-channel licensees declare in separate briefs. They ask for oral argument on the examiner's decision, which held that transfer must be denied under the Commission's duopoly ban because of the overlap between WHAS and Crosley's WLW Cincinnati [BROADCASTING, June 27].

Crosley claims the examiner's decision would improperly deny a transfer involving all three services—AM, FM and TV—because of overlap involving only AM; that the WHAS-WLW situation adequately meets FCC rules and policy on exceptions to the duopoly rule; and that denial would fly in the face of evidence which "shows without dispute that [Crosley's acquisition of WHAS] will result in an improvement in both the quantity and quality of the program service now being rendered by [WHAS]."

The *Courier-Journal* maintains the decision puts undue emphasis on AM overlap without considering the potentially great effect of television in particular upon AM; that it errs in holding that the duopoly rule should be construed more strictly because clear channels are involved; that it fails to give adequate consideration to Crosley's qualifications and its plans for WHAS or to the *Courier-Journal's* record, its desire to retire from broadcasting, its property rights and the possibility that the property value may diminish, and the fact that there were no competing bidders in the hearing even though the Avco Rule was then in force.

Both Crosley and the *Courier-Journal* cite the WGAR case, in which FCC approved a power increase for WGAR Cleveland despite overlap with the commonly owned WJR Detroit, as requiring approval of the WHAS transfer.

Both WHAS and WLW are 1-A 50 kw outlets, the Louisville station operating on 840 kc and affiliated with CBS while WLW is on 700 kc and affiliated with NBC. There would be no overlap between the respective TV stations and there is none of consequence between the FM operations. The sales contract calls for payment of $1,925,000 by Crosley plus 10-year rental of space for the stations in the new *Courier-Journal* building at $75,000 a year.

Date for oral argument on the examiner's decision will be set by the Commission.

Crosley's exceptions were filed by the Washington law firm of Hogan & Hartson; the *Courier-Journal's* by Miller & Schroeder of Washington, and Wyatt, Grafton & Grafton, of Louisville.

M. F. ALLISON
Joins CBS Radio Sales

MILTON F. ALLISON, former sales manager of WLWT (TV) Cincinnati, has joined the New York office of CBS Radio Sales as an account executive.

Mr. Allison has been with WLWT for a year. He began his radio career in 1932 after graduating from Kansas State U. He served as radio manager of the Skelly Oil Co., Kansas City, from 1932 to 1936. From 1936 to 1940 he was promotion manager of KMBC Kansas City and from 1940 to 1944 had a similar job at WLW Cincinnati.

During the war he was officer in charge of radio information in the Navy Supply Corp., Washington. In 1946 he joined WPEN Philadelphia as sales manager, leaving in 1948 to join WLWT.

WBT LABOR CASE
IBEW Pickets Station

PICKETS representing the International Brotherhood of Electrical Workers (AFL), Local 1229, took up station outside Charlotte, N. C.'s Wilder Bldg. last week in a protest aimed at WBT's management for disagreement over a discharge clause covering the station's radio broadcast technicians.

After the action Charles Crutchfield, vice president of Jefferson Standard Broadcasting Co., station licensee, and general manager of WBT, issued a statement in which he charged the union with "insisting . . . that an outside arbitrator shall have the power to determine whether we can or cannot discharge an employe even though we find him incompetent or unsatisfactory to us." He noted the station had not discharged a single engineer or technician "in the last 12 years" and said the union had "no reason . . . to assume that we would act arbitrarily in discharging any of our employes." He added the management already had "agreed to many far-reaching demands on their part. . . ."

IBEW's international representative, John A. Thompson of Washington, stated the union was using picketing to bring the matter to the public eye and had no intention of retarding the progress of radio and television in the area.

TWO German editors, Walter Tschuppik and Robert Lembke, in this country studying American newspaper methods under Military Government sponsorship, were interviewed over WDRC Hartford, Conn.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Algonquin

YOU'RE BREAKING MY HEART

On Records: Vic Damone — Mer. 5271; Vaughn Monroe—Vic.; Phil Brito—Harmony 1051; Ink Spots—Dec. 24693; Buddy Clark—Col.**

On Transcriptions: Chuck Foster—Langworth.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

Programs

GOOD NEIGHBOR policy of WIDE Biddeford-Saco, Me., is encouraged on *Meet Your Neighbor* program, aired five times weekly. Lou Dumont, station's production manager, takes wire recorder into homes of area's residents for informal chats. Families receive useful household gifts from program's sponsor, Fecteau's Hardware Store, Biddeford.

City Government

MUNICIPAL progress is theme of *MILWAUKEE — A progress Report* heard alternate Saturdays over WTMJ-TV Milwaukee. Experts explain progress of various city government plans utilizing aerial maps, charts, pictures and designs. Chairman on each program is Mayor Frank Zeidler. He is assisted by other city officials and heads of special projects.

Agricultural News

CORRESPONDENTS located in eight rural communities in area of Moose Jaw, Sask., gather agricultural information which is aired daily on CHAB Moose Jaw. Also broadcast on daily program are agricultural news items from provincial capital, Regina.

Miniature Musical

NEW SPONSOR participating program, *Klavan's Diner,* is telecast weekly on WAAM (TV) Baltimore. Program is in form of miniature musical comedy with Gene Klavan writing material. Sponsors are Western Maryland Dairy, Hauswald Bread, John Hoos & Co. (restaurant supplies), Levering Coffee Co., Meadow Gold Ice Cream, and Becker Pretzels Co.

TV from Hotel

REPORTEDLY FIRST regularly scheduled telecast from local hotel has started over WMAL-TV Washington. Show features Evalyn Tyner Trio from Embassy Room of Statler Hotel. Guests at hotel are not telecast but have opportunity to watch TV show being produced. Celebrity interviews are included at times. Show is produced by Van Beuren Wright De Vries.

Imaginary Youngster

VENTRILOQUIST - ANNOUNCER Ambert Dail on *Breakfast with Junior* show over WGH Norfolk, Va., lets his imaginary friend, Junior, tell jokes and amuse early morning listeners. Junior plays role of typical mischievous youngster who asks amazing questions and takes blame for slip-ups on show.

TV Previews

FEATURING not only previews of shows to be presented during coming week, but also giving behind-the-scenes occurrences surrounding past productions, WHEN (TV) Syracuse, N. Y., telecasts *This Week in Television* Sunday nights. Show uses locally produced film, stills and actual studio demonstrations to give viewers inside glance at complexities of TV.

News Series

SIX well known news commentators, each with different slant on current events, are featured on new WINX Washington's news series Mon. through Sat. Commentators, in order of once weekly appearance, are: Marquis Childs, Mrs. Raymond Clapper, Robert Nathan, John Carmody, John Herlin and B. S. Bercovici.

Guest Jockeys

TEN GUEST disc jockeys substitute for WGAY Silver Spring, Md.'s Ernie Tannen during his vacation. Mr. Tannen's hour and half Mon.-Fri. show will be conducted in full by following: Wick Byron, news columnist; Marty Shwartz, threatre publicity director; Savas Sapounakis, authority on Greek music; Chuck Dulane, sports announcer; Rev. J. F. McClelland, pastor; Dr. George Sterling, dentist; Dr. Jesse W. Sprowls, professor of abnormal psychology; Mrs. Louise S. Walker, school superintendent; Joe Brechner, manager WGAY, and Charlie Kopeland, publicist and advertising man.

Foreign Correspondent

ARRANGEMENTS have been completed by Seaboard Region of Zionist Organization of America to send Jess Nathan, regional director, on three-months tour of Europe and Middle East. Mr. Nathan will record commentaries on current news and interviews with important people contacted on tour. Spools are being sent to WLOW Norfolk, Va., and aired three times weekly.

General Store

POT-BELLIED stove and western songs by Sleepy Holly Ranch Gang are featured in *Sleepy Hollow General Store*, telecast on WFIL-TV Philadelphia. Show is participating and sponsors' products are prominently displayed on shelves of store, furnishing opportunity for commercials in atmosphere of realism.

Ladies Day

UNUSUAL FEATURE on *Breakfast with Bell*, Saturday morning disc show on KRNT Des Moines, Iowa, was "Ladies Day." M.C. Don Bell's wife took over his place behind turntables and wives of all record men for program were interviewed over guest mike.

Utah Crosses Oceans

EIGHT FULL HOUR programs for Mutual network are being originated at KVNU Logan, Utah, and transcribed by Voice of America for overseas broadcasts. Talent in attendance at Utah State Agricultural College Summer Music Festival is being featured.

Two-Year-Old Star

BABY TALKING daughter of Larry Welch, WJEJ Hagerstown, Md., announcer, shares billing with her father on Saturday morning *Rise and Shine* show. Little Christine ad libs during commercials and newscasts, commenting on her own experiences or whatever comes to her mind. She sings children's songs upon occasions, also.

Magic Cable Car

USING imaginary cable car, youthful listeners to *Jolly Bill* program on KNBC San Francisco will tour country this summer. They will be told fabulous stories about different state each day. Stories concern regional heroes, descriptions of various parts of country and places of historical interest.

TV Quiz

ADAPTATIONS OF POPULAR radio quiz shows are seen over WRGB (TV) Schenectady, N. Y. Questions are in dramatic form and concern historical events or personages. Each program features ten-minute bit titled "Crime Clues" in which police grill suspects and exhibit clues giving audience opportunity to find "whodunit." Both studio and home viewers can participate in answering questions.

STORECASTING

Converting to FM

CONVERTING from telephone lines to FM radio transmission in southern New England, Storecast Corp. of America, New York, has announced that 150 First National stores in that area will carry its service when the process is completed.

WMMW-FM Meriden, Conn., is currently beaming Storecast programs to FM homes in the area, as well as to super-markets installed with fixed-frequency receivers. Kenyon & Eckhardt Inc., New York, will handle Storecast publicity for WMMW-FM and other Storecast services in Chicago, Philadelphia and Pittsburgh.

ole' MacDonald . . .

If ole Mac farmed or ranched in Montana, he made money. $265 million to be exact for Jan.-Sept. 1948. Farming is just one of 7 major industries which together toted up retail sales of over $100 million in 1948.

A good portion of Montana's rich areas sit in the KGVO-CBS signal. And the best portion of sales in the area are KGVO-made sales. Yours?

The Art Mosby Stations

CBS KGVO · KANA · KGFM

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

GREAT FALLS 5 KW IN PROGRESS

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

LATEST HITS from RCA VICTOR

... special "DJ" couplings for your platter shows*

Bill Lawrence

All Year 'Round

I'll Keep The Lovelight Burning

DJ-735

Tony Martin

Circus

No, No and No

DJ-736

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Salesmen. Experienced for 250 watt network station in top eastern market. Drawing account and commission with good opportunity for right man. Reply to Box 940B, BROADCASTING.

Announcers

Announcer. All-round man with good background. Network outlet in eastern market. Send discs, photo, references, background and salary expected to Box 965B, BROADCASTING.

Versatile experienced man specialize in daily negro slanted DJ pgm. Must know pop and race music, jive lingo, southern customs. NBC stn large SE market. Box 993B, BROADCASTING.

Disc jockey. Experienced. Must have personality and be able to do distinctive type show. Give full particulars about your past experience and salary expected. North central regional station. Box 988B, BROADCASTING.

Morning man also capable all types pgms and general station duties. Must have really sincere adlib selling delivery. Moderate salary but opportunity join enthusiastic staff at small SE NBC stn planning TV. Box 996B, BROADCASTING.

Experienced staff announcer with play-by-play sports ability. No board work. $225.00 month. Don't write unless accompanied by audition disc or tape. Permanent. KISD, Sioux Falls, S. D.

Wanted. Experienced combination announcer-engineer. Emphasis on announcing. $55 week to start. Permanent fulltime net affiliate, 1,000 watts, outstanding city of over 40,000. Send disc. Contact WALB, Albany, Georgia.

Announcer. Prefer single man. Only experienced men need apply. Opening August 1. Interview necessary. Contact Don C. Wirth, WNAM, Neenah, Wisconsin.

Techincal

Chief engineer. Nice town, middlewest, local fulltime Mutual station needs a young, well-trained chief with experience. Must be a working, sober, reliable man. Salary $70.00 to start, $75.00 if satisfactory at end of 60 days. Drifters, clock watchers and fee grabbers not wanted. The right man can go places with this aggressive outfit. If you are the man, send letter and picture to Box 811B, BROADCASTING.

Two colored operators with first class licenses, one for chief. Box 967B, BROADCASTING.

Combination man. First phone. Immediate opening for sincere experienced man at independent within 50 miles New York City. 40 hour week. Car helpful but not essential. Send resume. Salary expected. Box 983B, BROADCASTING.

Immediate opening for engineer experienced in installation and maintenance. Some transmitter operating. No console work or announcing. Contact W. S. Bledsoe, Chief Engr., Radio Station KFYO, Lubbock, Texas.

Wanted—Topnotch combination first class engineer-announcer needed immediately by network station. Forward full details first letter to Lester L. Gould, WJNC, Jacksonville, N. C.

Seeking key personnel in engineering, program, news, sports, and Public Information Departments, for the American Forces Network in Germany. Salaries range from $5,000 to $7,000 per annum, with transportation paid to and from the US Zone of Germany. Engineers must have definite ability as supervisors. Studio recording and transmitter installation and maintenance experience required. Other personnel must have minimum 3 to 5 years commercial radio experience in respective fields. Call Mr. Adelman, Watkins 4-1000, Ext. 95, 641 Washington St., N. Y., for personal interview appointment during 2 weeks beginning August 8, 1949.

Help Wanted (Cont'd)

Production-Programming, others

Wanted — Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Wanted. Topflight continuity director for one of largest regional network affiliates in midwest. Must be experienced all types of copy, including farm and mail. Must be able to direct department and have knowledge of traffic and production. Excellent starting salary with plenty of advancement opportunity. Give complete details including references and samples in first letter. Box 942B, BROADCASTING.

Complete staff required by new 250 watt New England station. Box 953B, BROADCASTING.

Farm editor. 50 kw California station. Must know California agriculture. Excellent opportunity to establish yourself in nation's richest farm area. Farm as well as radio background and friendly air personality essential. Give full details in first letter. Box 957B, BROADCASTING.

Newsman. Topflight editor, reporter, newscaster. Local news gathering and writing experience essential. 5000 watt midwestern network affiliation. Include full details and state salary expected. Confidential. Box 989B, BROADCASTING.

Situations Wanted

Managerial

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

General manager, commercial manager or both. No hotshot, no miracle man. Just good solid business executive, strong on sales, thorough knowledge of programming and public relations. 15 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best of references. Write Box 515B, BROADCASTING.

General manager, independent station, past 5 years, previously salesman, network station. Know how to get business. Best references. Box 569B, BROADCASTING.

12 years experience all facets radio broadcasting. Prefer tough situation. Box 622B, BROADCASTING.

For results, select an experienced, talented, intelligent radio executive with down to earth methods. Practical, versatile, program manager, sales, announcing, continuity. Presently employed. If future prospects are encouraging, will accept moderate salary for get acquainted period. Box 754B, BROADCASTING.

Sales manager-salesman. Employed. Experienced. Dependable. Desires permanent position with progressive station in market with good potential. Box 911B, BROADCASTING.

Manager, sales manager. Experienced in all phases of broadcasting, management and promotion. Presently employed as sales and promotion manager. Minimum salary $6000. Prefer midwest or southwest. Box 913B, BROADCASTING.

Management, west coast only. Nine years sound record in sales and management in medium market. Salary and profit participation required. Box 932B, BROADCASTING.

Situations Wanted (Cont'd)

Station owners attention. Why not reduce personnel, step up net income. Hire a manager who can assume the duties of program director, chief engineer, salesmanager. A top program and livewire sales producer. I will increase your gross and cut down your expense. 43 years old, 28 years in radio sales and management. Not afraid of real work or long hours. Box 918B, BROADCASTING.

Trade 25 years experience, engineering, announcing, program director, sales manager. Ten years top network announcer. Strong on sales and low cost operation. Built five stations from ground up, can handle station from CP to top sales position. Trade this experience and more for position as manager—general manager network station. Minimum salary $7800 plus commission. Further details on request. Box 933B, BROADCASTING.

Station managers. Local news, well written and presented, is a product that will sell today. One man, with three years metropolitan newspaper and radio experience, can cover a moderately sized city. Box 948B, BROADCASTING.

Need a station manager? Desire connection with small station as manager. 8 years radio experience, background and record justify your investigating. Box 959B, BROADCASTING.

Pacific Northwest station owners. Management team now sparking 5000 watt basic NBC station west coast. Will consolidate management, sales manager, program director, production ability, streamline operation, increase revenue, secure station future. Statements based on fact. A letter will bring you a survey of your market and concrete plans for organization and programming. Available for interview. Small stations welcomed. Box 978B, BROADCASTING.

Manager, 8 years experience all phases. Put two stations in black. 250 watt eastern United States only. Can invest. Box 980B, BROADCASTING.

Salesmen

Experienced salesman wants small market with good potential. Married, sober, permanent. Best references. Box 905B, BROADCASTING.

Are you looking for a salesman who can create, sell and develop new business for your station? Particularly in regional and farm accounts. Straight commission together with small drawing account to be repaid to you from earned commissions. If you're interested, please write Box 916B, BROADCASTING.

I can put your FM in the black. Top Chicago FM executive now available in sales or managerial position. Thoroughly familiar with in-store broadcasting. Transmit radio service, and straight FM broadcasting. Interested in contract with hard work and good pay. Box 935B, BROADCASTING.

Announcers

Experienced, versatile staff announcer. Married. Excellent references. Go anywhere. Box 902B, BROADCASTING.

Chief announcer Texas network station desires permanent location in California. Continuously employed past four years. No sports. Platter shows a speciality. Married, veteran, well educated. 28. Warm friendly voice. Disc, photo, references upon request. Operate any console. Available upon two weeks notice. Box 904B, BROADCASTING.

Announcer needs that first break. 24, single. Recent graduate of leading radio school. Can handle commercials, news, disc shows, etc. Can also write continuity. Will travel. Photo and disc available Box 912B, BROADCASTING.

Not a hot shot, but if you need conscientious announcer-engineer, good voice, good mail pull, D. J. shows. Now with net affiliate. 9 months experienced. 29, single. Will travel. Box 919B, BROADCASTING.

Experienced play-by-play sports announcer, ability to build and keep audience, hard worker. Excellent references. Also experienced staff announcer, all phases news. Box 920B, BROADCASTING.

Fully experienced staff announcer with license available. Presently employed. Married, 25, educated. Adlib disc shows a specialty. Transcription, photo, top references and information awaits. Box 922B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, graduate leading radio school. Two years experience in independent station. All type shows, ambitious. Letter and disc will tell story. Box 927B, BROADCASTING.

Disc jockey, singer, western and hillbilly. M. C. for live jamboree show. Eleven years experience. Play guitar, bass, sing any part in trio. Fine mail pull commercial man, sober, reliable. Send record, photo, go anywhere. Box 929B, BROADCASTING.

Seeks better permanent future. Young 25, newsman-announcer. Experienced all phases announcing, 250, 1000, 5000 watters. Reporter, rewrite man, newscaster. City editor 5,000. College BA university MA in radio journalism. Special events, disc shows, staff announcer, operates console. Presently employed. Available September 15. No favors asked. Expects only what he's worth. Box 931B, BROADCASTING.

Staff of four announcers. Ten years experience. Presently employed. Desire change. Prefer northeastern progressive station but will travel. Work well together, console, disc shows, news, special events. Box 936B, BROADCASTING.

Western jock, also straight announcer. Write copy, sell. Service own accounts. Proven sales record. Excellent qualifications and references. Married. Write Box 937B, BROADCASTING.

St. Louis or vicinity. Experienced staff announcer, 27, presently employed top 5000 watt southeastern regional network affiliate. Wanna go home. Married. Box 938B, BROADCASTING.

Flexible staff announcer who will go anywhere for maximum experience and advancement prospects. My only requisition: wages be in direct proportion to results produced. Experienced on Raytheon #11 studio console. Disc photo, and all particulars will be sent on request. Box 939B, BROADCASTING.

Experienced sportcaster play-by-play baseball. Available immediately. Box 943B, BROADCASTING.

Top rated race, jive, be-bop, disc jockey. Interested in top competitive market of 300,000 plus. Long list of satisfied sponsors. Details on request. Five years experience. Go anywhere. Box 947B, BROADCASTING.

Two years experience developing personality with voice that sells. Young ambitious. News, commercials, jockey tops. Available August 1. Hear me. Box 949B, BROADCASTING.

Experienced announcer. Staff, sports. Available immediately. Box 944B, BROADCASTING.

Announcer, single, 22, two years extensive training leading Chicago radio college. Versatile, conscientious, desires connection with progressive station. Prefer eastern territory. Box 950B, BROADCASTING.

Announcer, musical director, sports editor, copy. Operate board. Married, 25, available immediately. Box 951B, BROADCASTING.

Wow. Most terriffic voice to hit radio in years. Wonderful personality. Two years radio schooling. Writer, too. Go anywhere. Non-drinker. Disc. Details. Box 952B, BROADCASTING.

Sportscaster with two years experience. University degree, radio advertising. Vet., 24. Consider all offers. Box 954B, BROADCASTING.

Experienced announcer looking for the right job. Married, dependable. Much adlib and play-by-play experience. Presently employed as sports director. Best references. Box 956B, BROADCASTING.

Opportunity wanted. Ambitious announcer, graduate School Radio Technique, wants start. Strong on news, music. College graduate, single. Theatrical background. Travel anywhere. Disc available. Box 964B, BROADCASTING.

Experienced newscaster. Double sports, sales, programming. College degree. Permanency desired. All offers considered. Box 955B, BROADCASTING.

Dependable announcer. Graduate National Academy of Broadcasting. Capable of editing newscast and writing own shows. Excellent sports background, for play-by-play. Married, 28. College. Box 968B, BROADCASTING.

Situations Wanted (Cont'd)

Interested in any station affiliated with Mutual network. Intelligent, honest, reliable, young. No glamour boy. Graduate leading radio school. No practical experience. Good voice. Versatile. News, sports, music, special events. Night turn preferred. Salary no object. Go anywhere on immediate notice. Box 975B, BROADCASTING.

Experienced staff announcer who specializes in sports and news, looking for position with progressive station. 3 years experience. Presently employed. Play-by-play. Disc, photo and references available. Box 976B, BROADCASTING.

Experienced announcer-sports director. Presently employed. Best of references. Married, dependable. Much adlib and MC experience. Want the right job. Box 977B, BROADCASTING.

Personality for hire. Announcer-writer now employed, can operate board, guaranteed smooth disc shows and top newscasts. Prefers northeastern states. Box 979B, BROADCASTING.

Announcer. Experienced. 3 yrs. DJ, news, sports. Age 23. Available immediately. References. Box 789B, BROADCASTING.

G.I., two years college experience, major in speech. Desires position with radio station for all-round announcing work. Limited experience, but willing to learn. Will travel anywhere. Salary not important. Box 986B, BROADCASTING.

Announcer — Ambitious, dependable with thorough training. Can give good newscasts, disc and variety shows. Can write. Some experience. Box 987B, BROADCASTING.

Sportscaster — Experienced play-by-play. All sports. Presently employed. Top references. Will travel. College graduate. Box 990B, BROADCASTING.

Sports, news, special events. Three years experience big ten play-by-play, color, adlib. Mature, 25 years old. College graduate. Capacity for hard work. Just returned from extensive European tour. Will work anywhere. Contact Box 65, Westport, Conn.

Experienced metropolitan staff announcer-writer. Prefers small town. Married, sober, reliable, best references. Jim Carson, 720 S. 10th St. Minneapolis.

Announcer, emcee available immediately. Anywhere. Extensively trained radio graduate. Veteran. Disc, photo. J. D. Mullen, 14 Avenel, Fort Thomas, Ky.

Announcers. Early morning men. Well trained in all-round announcing. Starting $40 to $50. Pathfinder School of Radio, 1329 Oak St., Kansas City, Mo. Harrison-0473.

Announcer-continuity writer. Veteran 23. Thoroughly trained graduate. Available immediately anywhere. Excellent professional references. Disc and photo available. Robert Rauch, 724 South Grand Avenue, Fort Thomas, Ky.

Summer replacement announcer needed? Good voice. Experienced commercial, newscasting, disc jockey. 3 years college. Charles Reese, 143 S. Church Street, Mt. Pleasant, Pa., Phone 4516.

Sports announcer with four years experience doing play-by-play in football, basketball, baseball and boxing. Covered high school, college, and professional teams. Also experienced newsman. Available immediately. Ernie Shaw, WMBR-CBS, Jacksonville, Fla.

Capable, aggressive young man, married, college, background. 5 years experience in announcing, production and programming. Desires permanent position with network station in west or northwest. Prefer town under 100,000 people. Excellent news commentary, sports play-by-play, and adlib. Will accept position as announcer, program director, or production manager. Can write excellent copy, if desired. Write or wire immediately. Ralph Sloan, 1055 North Evergreen Street, Memphis, Tennessee.

Technical

Engineer experienced. Studios transmitters recording. Make offer. Box 735B, BROADCASTING.

Vet. First class phone. Graduate of R. T. I. Good knowledge of radio, TV, music. Willing to work hard. Will travel anywhere. Box 763B, BROADCASTING.

Situations Wanted (Cont'd)

Managers and station owners are invited to correspond with a presently employed chief engineer of a 1000w daytimer with the idea in mind that said engineer might switch. Interested in Rocky Mountain states. Box 775B, BROADCASTING.

Veterans, single and willing to travel. Experience on a 1 kilowatt transmitter. Box 798B, BROADCASTING.

Engineer. Experienced, reliable, own car. Desires position in northeast. Box 906B, BROADCASTING.

Engineer, first phone license. 2 years experience. Will consider combination engineer-announcer position. Desires position in south, preferably in Carolinas. Box 907B, BROADCASTING.

Engineer seeking position as engineer within 300 mile radius of New York City. Experienced, ambitious, intelligent. Cooperative with a pleasing personality. Good technical background. Will accept combination job. Am presently employed as a combination man. Box 917B, BROADCASTING.

First phone engineer with broadcast experience prefers job in radio station with future. 2 years teaching radio, 4 years army radio as chief operator. Experienced as combination man. Box 921B, BROADCASTING.

Engineer. Two years experience. Some combination experience. Willing to settle anywhere. Box 925B, BROADCASTING.

Combination engineer-announcer with first class license and previous experience desires position in broadcasting work. Free to travel. Available immediately. Box 926B, BROADCASTING.

Class A amateur, first phone, desires chance to show ability and ambition on staff of progressive station in Ohio, or eastward. Two years local network outlet experience. Veteran with car. Box 930B, BROADCASTING.

Engineer 1st phone, presently employed desires position with future. Experienced remotes, transmitter operator, maintenance. Box 934B, BROADCASTING.

First phone man. Sixty weeks radio and television school. Desires position in broadcast field. Combination work attempted. Go anywhere. Box 958B, BROADCASTING.

Experienced engineer. Married, no children. Looking for permanent position. Am at present employed as chief engineer. Box 966B, BROADCASTING.

Reduced operating hours necessitates staff cut. Must place engineer with least seniority. First class ticket. Equally capable studio or transmitter man. Good commercial background. Married, 2 children. Completely reliable. Box 982B, BROADCASTING.

First class phone. Vet. Inexperienced. Wants junior engineer position. Willing to travel. Box 984B, BROADCASTING.

Engineer or chief engineer. 11 years radio work. Married, one child. Car. Best references. Box 991B, BROADCASTING.

Chief engineer-announcer. Experienced all phases. RCA two-year engineering graduate. R. C. Barritt, 1200 Susquehanna, Pittston, Pa.

Engineer, 1st phone. A amateur. Just completed two years radio and communications course. Single, 20, excellent health, some broadcast experience. Will go anywhere. Available immediately. Write Box 603, Smithtown Branch, Long Island.

Engineer available. Central Radio School graduate. Single. Prefer midwest. Carson, 2422 Spruce, Kansas City, Mo.

Engineers available, all with First Phone, some with training in announcing to handle combination job. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's graduates. Wire or write furnishing full information. Cook's Radio School, 2933 North State Street, Jackson, Mississippi.

Situations Wanted (Cont'd)

Engineer. 22 months experience, transmitter and control, AM and FM. Graduate RCA general course. Have car. Will travel. Married, sober, dependable. Harry Hochberg, 3280 Rochambeau Ave., Bronx 67, N. Y.

10 years experience, 8 years chief. Supervised construction of 250 watt AM, 20 kw FM. Age 30. Married. Paul Lindsay, South Eliot, Maine.

Engineer. Experienced transmitter remotes installation AM, FM. Married, 27, car. Will travel if position warrants. Duncan Mackiernan, 188 Main St., Rocky Hill, Conn. Tel. Hartford 95735.

Engineer. 26 years radio. 2 years broadcast engineer. 16 months chief. Installation experience. AM & FM. Desire job within 150 miles of Chicago. Paul E. Smay, 3755 Belden Ave., Chicago 47, Ill.

Production-Programming, others

Young woman, 24, university graduate. Continuity writer, complete knowledge station operations. Pleasant voice. Best references. Box 688B, BROADCASTING.

Experienced continuity writer, excellent references, modest requirements, wants progressive station. Box 751B, BROADCASTING.

Continuity writer, college background, desires change to 5000 watts in south or southwest. Thirty days notice. Box 901B, BROADCASTING.

Experienced radio farm director, college background, good ideas. Best references. Box 903B, BROADCASTING.

Presently employed as program director. Desire change to medium market as program director, or large market as announcer. Outstanding record. Box 908B, BROADCASTING.

Exchange 12 years experience all phases of production, network and independent, for permanent connection with actively programming station. 34, married. Best references. Box 910B, BROADCASTING.

Program director-announcer, capable personnel man plus continuity and traffic girl. Both yours for $450 per month. Married to radio and each other. Want place to build the good life. Box 914B, BROADCASTING.

Program director-announcer, 3 years experience. Know console. Presently employed as P. D., net affiliate. Family man. Minimum salary $50. Background on request. Box 915B, BROADCASTING.

Copy and continuity writer. Young woman, 24, experienced. 1½ years at key station of regional network. University graduate. Box 923B, BROADCASTING.

Married, 28, one year experience, college degree in radio, currently employed as program director. Must make change. Available in two weeks. Box 928B, BROADCASTING.

Experienced writer. Steady, reliable. References. Like small market, permanent position. Box 946B, BROADCASTING.

14 years experience all phases. Strong on sales and personal problems. Can double in brass on sports, adlib, combination. Prefer D. C., Va., Maryland or eastern seaboard. Excellent references. Married, settled, sober. Box 972B, BROADCASTING.

Capable, educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington D. C. station. Box 795B, BROADCASTING.

Satisfy sponsors with the right commercial copy, properly handled from start to finish. Intelligent service for your clients will mean high billings for you. If you are interested in an experienced, hardworking radio executive who is presently employed, but desires a position with a future, send any reasonable proposition to Box 992B, BROADCASTING.

Television

Salesmen

Television and radio experience seven years, now television salesmanager desires affiliation with eastern or midwestern agency or standard station planning television. Box 941B, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Announcer, writer, emcee, actor. Proven builder of audience shows. AB degree, selected by midwestern university faculty as radio student most likely to succeed. Presently radio employed. Available two weeks notice. Box 900B, BROADCASTING.

Production-Programming, others

Motion picture operator with radio experience desires chance to work for TV station. Wants to learn operation of studio camera. Also amateur photographer, with some equipment for still work. Single, veteran of WW2. Box 969B, BROADCASTING.

For Sale

Stations

California 250 watt fulltime station for sale. Reasonable price and generous terms to the right party. Located near San Francisco Bay area. Prosperous and growing community. Box 786B, BROADCASTING.

Can you provide capable management? Here's a large Florida network outlet at $150,000 which presents such a challenge. Box 962B, BROADCASTING.

California basic network outlet in important market. Price, $165,000. Terms. Box 963B, BROADCASTING.

FM radio station for sale. Either as operating station or equipment separately. This station has two-acre site, nice transmitter building; equipment has been used less than two years. Below are listed major equipment items: GE FM broadcast transmitter exciter model 4BT1A, 3 kw amplifier model 4BF2A. Station monitor GE type 4BM-1-A. Limiting amplifier GE type 4BA-5-A. REL FM broadcast receiver model 646. Console 25B speech input equipment, Western Electric. 3 Western Electric 109 type reproducers, complete. 5 spare 9A reproducer heads. 3 Robinson turntables. 1 audio oscillator. Hewlett Packard model 201B. 1 distortion analyzer Hewlett Packard model 325B. 1 vacuum tube testing equipment model 798 Weston. 1 Western Electric remote amplifier model 22D. 6 Western Electric 639A cardioid microphones. 5 Western Electric 633A salt shaker microphones. 1 Rek-O-Kut 16-inch recorder model M5 w/Webster head. 275' Truscon self-supporting tower. 4 bay GE antenna type BY4A complete with baluns, matchers and trombones. Co-axial cable. Andrew 1⅝"—51.5 ohms. 19 straight lengths. 2 expansion joints. 5 right angle bends. 1 45° bend. Gas inlet couplings, gauges, clamps, etc. Audio rack. 1 GE utility amplifier. 1 GE line equalizer. 1 GE line level indicator. New tubes—unused. 2 GE GL7D21. 2 GE GL5D24. 4-250's. 2 RCA 829B. 1 RCA 815. 1 GE phasitron. Used tubes, GE GL7D21's. Eimac 4-250A's, 815's, 829's. For further particulars address Daily News Publishing Co., Beloit, Wisconsin.

Equipment, etc.

FM equipment for sale. Western Electric 1 kw FM transmitter. Hewlett Packard FM monitor. RCA limiter. GE circular 4-bay FM antenna (gain 3.65). 330 feet 1⅝" Co-ax with elbows and joints. RCA speaker monitor amplifier. WE speaker with cabinet. Cost over $16,000, first check for $12,000 takes everything. Box 796B, BROADCASTING.

For sale. Brand new Gates modulation monitor, MO2639, never hooked up. $260, FOB. Box 973B, BROADCASTING.

For Sale. 5 kw Western Electric modified 5-C transmitter complete with tubes and 100% spares. In good operating condition. $1,000 FOB, Tacoma, Washington. First check buys it. Radio KMO, Box 1651, Tacoma, Washington.

Truscon H-30 286 foot self-supporting tower will support FM or TV antenna, brand new, never erected, complete with insulators, A-3 lighting. All hardware and base reinforcement steel. Cost $10,500. Will consider all offers. WHHH, 2nd Nat'l Bank Bldg. Warren, Ohio.

(Continued on next page)

XUM

For Sale (Cont'd)

Truscon 350 ft. self-supported tower dismantled immediate delivery $5500 FOB Indianapolis. Also WE 1 kw FM transmitter, $5000. Steve Cisler, WKYW, Louisville, Kentucky.

For Sale, Two 6N Presto Recorders, 1D cutting heads. One Presto 85E amplifier. One Altec A255 amplifier, 50 watts. One surplus power unit 31.25KVA, 120/208 volts, 87.5 Amps., PF, 80% gasoline engine. Contact Q. Cumeralto, Chief Engineer, WRZE, York, Penna.

One, new Stainless 267 foot guyed tower designed to support RCA FM antenna. One, used, Blaw-Knox 179 foot self-supporting tower. One used A-3 lighting equipment. One used RCA FM-2A super turnstile antenna. Contact Beecher Hayford, Radio Station WJHP, Jacksonville, Florida.

For Sale. RCA 10-CB 10 kilowatt broadcast transmitter complete with spare tubes in good operating condition. Addrees inquiries to Technical Director, McClatchy Broadcasting Company, Sacramento, California.

Tremendous savings on copper, pure electrolytic bonding copper. 3000 #— .025" x 2¼" wide x coils @ 25¢ lb. F. O. B. our plant. H. P. Mandel and Sons, 2840 South Kedzie Avenue, Chicago 23, Illinois. Ph: Bishop 7-7890.

Wanted to Buy

Stations

250 watt fulltime, one station market in eastern United States only. $10,000 down, balance annually. Box 981B, BROADCASTING.

Equipment, Etc.

Transcriptions for use in educational institution for instruction purposes only. Please state type, condition and price. Subject material unimportant. Box 924B, BROADCASTING.

Wanted to buy. Second hand 250 watt FM transmitter with or without frequency modulation monitor. Will pay cash but price must be realistic. Box 970B, BROADCASTING.

Miscellaneous

Desirable space and facilities available in established Washington engineering office for independent consulting radio engineer. Box 808B, BROADCASTING.

Boost profits with regional advertising campaigns. Clean selling, quality writing. Robert Kilb Productions, Inc. 210 Fifth Avenue, Suite 1102, New York City.

Employment Service

Jobs galore. West—east—south and north. Engineers who will announce needed in force. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Salesman

Help Wanted—Salesman

Experienced, permanent time salesman wanted by leading 50 kw station major network affiliate in large west coast metropolitan market. If you have made good on a network station in a smaller community and want a desirable change write full particulars with picture to Box 740-B Broadcasting.

Techincal

Recording engineer wanted: Thoroughly experienced in recording, dubbing and general supervision and maintenance of professional tape, professional conventional recorders. Excellent pay to qualified person.

BOX 961B, BROADCASTING

Help Wanted (Cont'd)

Announcers

Announcer wanted:

● If you have experience—an outstanding voice, can do a real job of selling, I will pay you $75.00 per week to start. Don't apply unless you feel you are fully qualified. Send full information including experience, education and audition disc with at least ten commercials showing change of pace and style. I will extend you the courtesy of answering your application.

Box 960B, BROADCASTING

WFTR, Front Royal, Virginia, is seeking an experienced combination announcer-engineer. If you're interested in affiliating with a progressive young station located just a few miles from the nation's capital. WFTR warrants your consideration. Send photo, audition record, background and salary requirements to **Earl C. Pace, General Manager.**

Production-Programming, others

Long established New England 1 kw station wants exceptional radio people to fill these important spots:

* Women's director—*Strong on sales and service*
* Staff announcer—*Strong on music*
* Staff announcer—*Strong on sports*

BROADCASTING
BOX 945B,

Wanted Traffic secretary, experienced. One familiar with production log. Light secretarial duties. For metropolitan New York radio station. Age—preferably late twenties. WVNJ, 45 Central Ave., Newark, N. J.

Situations Wanted

Managerial

MANAGER—Over twenty years of successful commercial radio sales and management in small and metropolitan markets. Sound knowledge of local sales problems and practical knowhow of station operations and programming. Married, sober, hard working and with references to back up an excellent record. Can bring your station community leadership as well as profit. Interested in middlewest or west on share profit basis.

BOX 997B, BROADCASTING

For Sale

Stations

FLORIDA RADIO STATION
FOR SALE
SUBJECT TO FCC APPROVAL

Operating at a profit . . .
1000 watts daytime only . . . established market in one of Florida's fastest growing cities. Finest new equipment, experienced staff. For full details and operating figures, write
BOX 998B, BROADCASTING

One complete
Presto Y-2 recorder

including 75-A recorder with 1-D cutting head, 85-A amplifier and speaker. Practically new $400. Radio Station WVAM, Altoona, Pennsylvania.

For Sale (Cont'd)

Equipment, Etc.

FOR SALE

Brand new GE BT1A 250 watt FM transmitter in factory packed cases with 97.7 mg. crystal, four 24A transmitter mountings, two 311A plugs, two 9A, two 8B and four 11A transmitter attachments, two 713A adapters, one 25B speech input equipment complete with 2 sets of tubes, four P2AA cords and one 753C speaker. Actual cost $8,846.93. Best offer takes it. Box 971B, BROADCASTING.

Wanted to Buy

Station

STATION WANTED. Two experienced, successful commercial station men interested in acquiring full or partial ownership or management AM station in fair-sized market. Replies held confidential.

BOX 985B,
BROADCASTING

Miscellaneous

Well managed station operation — high-per-capita community New York area. Seeks capital for expansion. Independent owner-management.

BOX 974B,
BROADCASTING

School

Looking for
WELL TRAINED MEN?

Tell us your needs! Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories.

These men are high grade...have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

EMPLOYMENT SERVICE,
DEFOREST'S TRAINING, INC
2533 N. Ashland Ave. Chicago 14, Ill
Phone LIncoln 9-7260

NME WEEKLY SHOW

Stations Offered Series

A WEEKLY summary of news and features, first in a series of radio and television shows to be developed by the National Military Establishment, is being offered to stations nationally as a public service feature, NME has announced.

According to Charles E. Dillon, chief of NME's newly-created radio-television Washington, D. C. branch, it is the first service to be extended to stations on a regular basis. Titled *Defense Report*, the 15-minute script program gives an informal and authoritative picture of the defense organization.

NAB's Program Dept. has reviewed and approved the script and anticipates wide acceptance of the series, Mr. Dillon said. Initial broadcast is scheduled for the week beginning Aug. 1, with broadcasters urged to recruit program "voices" from among leading personalities of the Armed Forces reserve organizations or veterans groups in their areas.

Schools (Cont'd)

CUTTING EXPENSES?
Mr. Station Manager,—

Here's your chance to save money. Hire announcers and disc jockies who have been trained on the air over New York stations. They know all phases of radio including commercial writing console operation; selling and station routines.

We have qualified men willing to trade dollars for experience in your station. Resumes with photos and discs available on request. Wire collect your requirements to America's famous radio school.

CAMBRIDGE
School of Radio Broadcasting
220 W. 42nd Street
New York 18, N. Y.
WIsconsin 7-0038

PACIFIC NORTHWEST FULLTIME FACILITY

One of the very successful, long established stations that has an impressive record of good earnings. This facility is located in one of the important markets of the great and growing Pacific Northwest.

This is an ideal situation that can justify and liberally reward two partners or a small group capable of operating. Due to personal circumstances this property is available at an unusually low price for such a major facility. Price $125,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

DALLAS
711 Construction Bldg.
S. Akard and Wood Sts
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

HUNTINGTON

Favored by Examiner Litvin

AN INITIAL DECISION looking toward a grant of Huntington-Montauk Broadcasting Co.'s application for new 1 kw daytimer on 740 kc at Huntington, N. Y., and denial of competing applications from Bridgeport, Conn., and White Plains, N. Y., was issued by FCC Examiner Fanney N. Litvin last Tuesday.

The choice was based on equitable distribution of transmission facilities. "Fairness and equity require the allocation of a first daytime transmission facility to Huntington, which has none, rather than to Bridgeport, which has three, or to White Plains, which has one," Mrs. Litvin declared. Her decision becomes final in 40 days unless challenged, in which event the Commission will hear oral argument in review of the case.

The denials went to Connecticut Electronics Corp. of Bridgeport, which is headed by Radio Consultant M. S. Novik and controlled by himself and his brother; and to Westco Broadcasting Corp. of White Plains, headed by Linton Wells, news analyst and author, and principally owned by George J. Feinberg, part owner of WVVW Fairmont, W. Va.

A grant of the Huntington application, Mrs. Litvin ruled, is preferable despite the Bridgeport applicant's proposal to maintain auxiliary studios in two communities which have no outlet of their own (Ansonia, Conn. and Darby or Shelton, Conn.), and despite WKBS Oyster Bay's announced intention of establishing studios in Huntington. Whereas a station may not be moved out of the city in which it is located without FCC approval, she pointed out, auxiliary studios may be curtailed or removed, as well as established, in the discretion of the licensee.

Ownership of applicants:

Huntington-Montauk Broadcasting Co., Huntington—Byron T. Sammis, owner of a Huntington real estate and insurance business, is president and 12½% owner; Edward J. Fitzgerald, producer- director of "Professor Quiz" on ABC, formerly with Erwin-Wasey & Co., Donahue & Coe, and Dancer-Fitzgerald-Sample, and at one time director of the Bureau of Copyrights of NAB (forerunner of Broadcast Music Inc.), is vice president, owns 25%, and would be general manager and program director; and the following business and professional men of Huntington own 6¼% each: Sherburne P. Sweetland, Andrew W. Murray, Marvin T. Carter, Dr. Russel W. Sammis, Arthur Gwynne, Dr. Warren P. Kortright, Dr. William Duesselmann, Clarence H. MacLachlan, David Sencer, and Edward V. Norton.

Connecticut Electronics Corp., Bridgeport—M. S. Novik, radio consultant and former New York City communications director, who has a 25% interest in WKNY Kingston, N.Y., and is a member of a group which has bought WLIB New York subject to FCC approval, is president of the company and owns 43.8% of voting stock; his brother Harry, of Stamford, has 43.7%; Herman Wolf, Bridgeport public relations advisor, 7.5%, and Florence Jones, of Norwalk, radio and television writer, 5%.

Westco Broadcasting Corp., White Plains— Linton Wells, writer and news analyst formerly with the Blue and Red networks and CBS, is president and 15% owner and would manage the proposed station; George J. Feinberg, of Englewood, N. J., former owner of WEEU Reading, currently 26½% owner of WVVW Fairmont, W. Va. and 51% owner of a Niagara Falls applicant, has 60% interest; J. Harvey McCoy, sales engineer for Press Wireless Mfg. Co. at Hicksville, N. Y., and J. George Fredman, Jersey City attorney, both of whom have minority interests in WVVW and the Niagara Falls applicant (Concord Broadcasting Co.), own 12½% each.

FTC ACTIONS

Omaha Sponsor Is Charged

FEDERAL TRADE Commission has announced issuance of a complaint charging a radio advertiser with misrepresentation in broadcast advertisements and the signing of a stipulation by another.

The complaint charges William S. LaRue, Omaha, Neb. with falsely representing Master Scalp Treatment in broadcasts aired on KOWH Omaha last year and on KFNF Shenandoah, Iowa, in October 1947 and between September and October last year. FTC characterized certain claims as "false and misleading."

In Baton Rouge, La., 11 co-partners trading as the William Wolf Bakery stipulated with FTC they will stop representing that they received any trophy in a nationwide contest. Radio commercials had referred to Wolf's Extra Fine Bread as the winner of national awards in contests sponsored by Quality Bakers of America, which represents 113 of about 38,000 bakers in the U. S. The stations were not disclosed.

THE *Fred A. Palmer* CO.
Columbus, Ohio
Radio Consultants
on
Management and Operation
(20 years experience)

- SALES CAMPAIGNS
- SALES TRAINING
- SALES PROMOTION

Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

Allied Arts

BETTY GREEN has been named merchandising specialist and director of women's programs for Frederic W. Ziv Co., Cincinnati. Miss Green formerly was fashion editor of *Parent's* magazine.

JACK LEVINE has joined Gerard Pick Television Productions as program producer. Firm has moved to 1775 Broadway, New York, phone CIrcle 6-5595.

JOHN H. KASBEER has been named midwest field representative for Television Shares Management Co., Chicago, distributor of Television Fund Inc. Mr. Kasbeer has been in securities business since 1919, and was formerly with Graham, Parsons & Co.

MAJ. H. KENNETH MURRAY, formerly producer-director of U. S. Army and Air Force Recruiting Service *Voice of the Army* radio series has joined Armed Forces Radio Service, Los Angeles, as deputy commander representing U. S. Air Force.

A. C. NIELSEN Co., Chicago, has announced subscription by Dancer-Fitzgerald-Sample Inc., Chicago, to national Nielsen radio index service. Agency contracted for Class A service in three-year agreement.

INTER-AMERICA TELEVISION, production consultants, with offices at 565 Fifth Ave., New York, has been formed with **ART RIVERA** as head. Mr. Rivera was formerly TV director for Donovan & Thomas Adv., Baltimore; was associated with WBAL-TV Baltimore, and most recently was with Pioneer Films, New York, as associate producer.

RCA VICTOR announces that by August its Bluebird label records will again be on sale in dealer stores. Hit tunes will be featured, selling at 46¢ plus tax, and first releases will be on non-breakable material.

Equipment

ANDREA RADIO Corp., Long Island City, N. Y., reports 73% increase in sales for period Jan. 1-May 31, over similar period last year. Corresponding increase in net profits for this period also has been recorded.

Mr. Rand

G. E. (Rex) RAND has been appointed broadcast equipment field sales representative in southeastern region with headquarters in Atlanta, Ga., by RCA Engineering Products Dept., Camden, N. J. Mr. Rand is graduate of Oxford U., England, with degree in electrical engineering. After graduation, he participated in BBC and British communications activities. During war, Mr. Rand was officer with RAF. In 1946 he joined RCA, engaging in sales activities.

CONRAC Inc., Glendora, Calif., has produced television set in which buyer purchases only "heart" of instrument and is free to choose what type of cabinet he prefers, or to install video set in wall of house.

POLICE RECORDS

Must Be Opened to WEOL

ELYRIA-LORAIN Broadcasting Co., operating WEOL Elyria, Ohio, has obtained an injunction which prevents the city's mayor, director of public safety or police chief from denying access to police records to any WEOL representative.

Judge Guy B. Findley, Court of Common Pleas, Lorain County, Ohio, made a journal entry July 13 ordering that a temporary injunction be allowed. H. A. Seville, WEOL general manager, pointed out that the station wants the injunction to be permanent, and that the judge, in issuing the temporary ruling, was following the usual procedure of allowing for a review of the order a few weeks hence.

WEOL, in its petition requesting the injunction, asserted that its reporters and representatives had been denied access to the police records except between 8 and 9 a.m. on any day. Pointing out that police reports on arrests, accidents, casualties, crimes and other matters falling within police jurisdiction are public records, WEOL demanded that it be allowed access to the records at any time of day or night. The station also charged "unreasonable and unlawful discrimination against the plaintiff [WEOL] and its listeners . . ."

Commenting on the case, Mr. Seville said that similar attempts to deny access to police records have occurred all over the country, "especially where there is a political set-up."

FOR SOME
INTERESTING
INFORMATION
ON RADIO IN
IOWA,
PLEASE SEE
PAGE 31
OF THIS ISSUE

ACTIONS OF THE FCC

JULY 15 to JULY 22

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

July 15 Applications . . .

ACCEPTED FOR FILING

AM—970 kc

The Montana Network, Billings, Mont.—CP new AM station 970 kc 5 kw unl. DA-N AMENDED re officers and stockholders.

AM—930 kc

Surety Bcstg. Co., Charlotte, N. C.—CP new AM station 930 kc 1 kw-N 5 kw-D unl. DA-N AMENDED re change in DA-N.

AM—1230 kc

Radio American West Indies, Charlotte Amalie, Virgin Islands—CP new AM station 1260 kc 250 w unl. AMENDED to request 1230 kc.

Modification of CP

WOR-FM New York—Mod. CP new FM station for extension of completion date.

WJJL-FM Niagara Falls, N. Y.—Same.

KCNY San Marcos, Tex.—Mod. CP change from 250 w D to 250 w-D 100 w-N on assigned 1470 kc AMENDED to change name of applicant to Central Bcstg. Co.

APPLICATION DISMISSED

AM—1450 kc

Delta Bcstg. Co., Manistique, Mich.—DISMISSED July 13 application for CP new AM station 1450 kc 250 w unl.

APPLICATION RETURNED

License for CP

WTWN Saint Johnsbury, Vt.—RETURNED July 13 application for license to cover CP new AM station.

July 18 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Jones

Greater Huntington Radio Corp., Huntington, W. Va., and Portsmouth Bcstg. Co., Portsmouth, Ohio—Granted petition to dismiss without prejudice application of Greater Huntington Radio Corp. for CP; on Commission's own motion, removed from hearing docket application of Portsmouth Bcstg. Co., Portsmouth, Ohio.

Booth Radio Stations Inc., Grand Rapids, Mich.—Granted petition for leave to amend application to add engineering exhibit specifying revised maximum operating values; accepted amendment.

KGKB Tyler, Tex.—Granted petition for extension of time to August 12 within which to file exceptions to the Initial Decision in proceeding in Dockets 7950 etc.

Radio Corp. of Arizona Inc., Phoenix, Ariz.—Granted petition to dismiss without prejudice its application for CP.

By Hearing Examiners

WTUX Wilmington, Del. — Granted petition to extend time within which to file proposed findings in re application for renewal of license; time extended through August 18, 1949. (By Examiner Blume).

Western Massachusetts Bcstg. Co., Great Barrington, Mass., and FCC General Counsel—Denied petition of Western Mass. Bcstg. Co. insofar as it requests continuance of hearing until Aug. 8 on application for CP; granted petitions of Western Mass. and FCC General Counsel insofar as they request continuance of hearing; continued indefinitely (By Examiner Cooper).

KWBW Hutchinson, Kan.—Granted petition to continue indefinitely hearing on application for CP (By Examiner Cunningham).

July 18 Applications . . .

ACCEPTED FOR FILING

AM—1260 kc

WERC Erie, Pa.—CP change from 1230 kc 250 w unl. to 1260 kc 1 kw-N 5 kw-D unl. DA-N AMENDED to change DA-N and use DA-DN.

CP to Reinstate

WTNB-FM Birmingham, Ala.—CP to reinstate CP new FM station which expired Dec. 15, 1948.

FM Changes

KVCI Chico, Calif.—CP make changes in exsisting FM station to specify ERP 9.72 kw and ant. 45 ft.

License for CP

KVME Merced, Calif.—License to cover CP new FM station.

Modification of CP

WJBY-FM Gadsden, Ala.—Mod. CP new FM station for extension of completion date.

KCKN-FM Kansas City, Kan.—Same.

WOSU-FM Columbus, Ohio—Same.

WLYC Williamsport, Pa.—Mod. CP new FM station to change ERP to 3.2 kw.

TV Amendment

Southwestern Pub. Co., Little Rock, Ark.—New TV station application AMENDED to change ERP from 2.47 kw vis. 1.27 kw aur. to 2.7 kw vis. 1.38 kw aur.

July 19 Decisions . . .

BY THE SECRETARY

WPDX-FM Clarksburg, W. Va.—Granted license for new FM station Chan. 236 (95.1 mc) 2 kw 300 ft.

WMUR-FM Manchester, N. H.—Granted license for new FM station Chan. 239 (95.7 mc) 3.3 kw 960 ft.

KGO-FM San Francisco—Granted license for new FM station Chan. 291 (106.1 mc) 50 kw 1200 ft.

WFJS Freeport, Ill.—Granted license for new FM station Chan. 273 (102.5 mc) 9 kw 235 ft.

KPHO Phoenix, Ariz.—Granted mod. CP change type trans.

The following were granted mod. CPs for extension of completion dates as shown: WRR-FM Dallas, Tex., to 8-20-49; KSLH St. Louis, to 12-31-49; KAMC-FM Stillwater, Okla., to 2-15-50; KTRH-FM Houston, Tex., to 5-12-50; WAGA-FM Atlanta, Ga., to 2-12-50; WTHI-FM Terre Haute, Ind., to 11-5-49; WQDI Quincy, Ill., to 9-9-49; KAST Astoria, Ore., to 11-9-49; KYBS Dallas, Tex., to 2-15-50; WTOL-FM Toledo, Ohio, to 2-8-50; KULE Ephrata, Wash., to 12-1-49; KIVY Crockett, Tex., to 10-19-49.

KOY Phoenix, Ariz.—Granted license to use old main trans. for aux. with 1 kw.

KSVP Artesia, N. M.—Granted mod. license to change studio location.

KFBK Sacramento, Cal.—Granted CP install aux. trans. on 1530 kc with kw DA-DN.

WKMH Dearborn, Mich.—Granted CP mount FM ant. on top of AM tower.

WGAL-TV Lancaster, Pa.—Granted mod. CP for extension of completion date to 2-8-50.

KSL-TV Salt Lake City—Granted mod. CP for extension of completion date to 10-15-49.

KRE-FM Berkeley, Calif.—Granted license new FM station Chan. 275 (mc) 6.8 kw 1420 ft.

WHKC-FM Columbus, Ohio.—Granted license new FM station Chan. 25 (98.7 mc) 15 kw 560 ft.

WFRS Grand Rapids, Mich.—Granted license new FM station Chan. 22 (92.5 mc) 10.5 kw 390 ft.

WMCA-FM New York—Granted license new FM station Chan. 222 (92. mc) 11kw 630 ft.

KRTN Raton, N. M.—Granted license new standard station and specify studio location; 1490 kc 250 w unl.

KTUR Turlock, Calif.—Granted mod. CP change type trans.

KRSC-TV Seattle, Wash.—Granted mod. CP for extension of completion date to 11-15-49.

KDET Center, Tex.—Granted assignment of license from partnership composed of two equal partners to new corporation, Center Bcstg. Co. Inc.

WCEN Mt. Pleasant, Mich.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

KTRB Modesto, Calif.—Granted mod. CP change type trans.

WTMJ-TV Milwaukee—Granted license new commercial television station; ERP vis. 16 kw, aur. 10 kw, ant. 320 ft.

WPLA Plant City, Fla.—Granted license new standard station and specify studio location 1570 kc 250 w D.

KABC San Antonio, Tex.—Granted license install new trans.

KFGQ Boone, Iowa—Granted authority to operate 3 hours only on July 31.

KGCX Sidney, Mont.—Granted license changes in trans.

WPIC Sharon, Pa.—Granted license install new vertical radiator with FM ant. on top.

WWWR Russellville, Ala.—Granted license new standard station and specify studio station; 920 kc 1 kw D.

WMSL Decatur, Ala.—Granted CP install new vertical ant. and mount FM ant. on AM tower and change trans. location.

WKWF Key West, Fla.—Granted CP install new vertical ant.

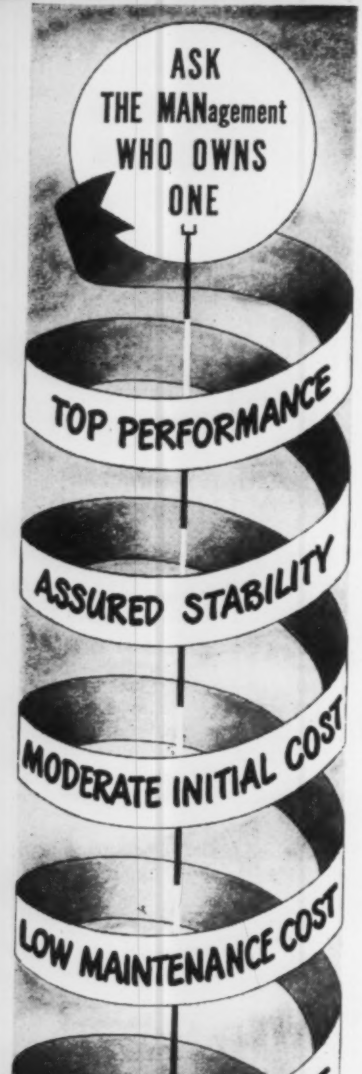
WFTL Fort Lauderdale, Fla.—Granted CP move present tower 50 ft. increase height, mount WGOR's FM ant. on top and change studio location.

WGRO Bay City, Mich.—Granted mod. CP for approval of ant., trans. and studio locations.

KOFO Ottawa, Kan.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

KNOE Monroe, La.—Granted mod. CP change type trans.

(Continued on page 83)



LINGO
Vertical Tubular Steel
RADIATORS
Write for Factual Data
JOHN E. LINGO & SON
CAMDEN 5, N. J.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

CALIFONE
10 pound • Professional Quality
Three-Speed • Lowest Price
TRANSCRIPTION PLAYERS
CALIFONE CORPORATION
1041 N. Sycamore, Hollywood 38, Calif.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.
Address: Placement Manager
RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Nat'l. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

GUY C. HUTCHINSON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

BEN ADLER
TELEVISION FACILITIES ENGINEERS
Specializing in Simplified Systems Design For Low Cost TV Operation
515 MADISON AVE. PLAZA 5-7358
N. Y. 20, N. Y.

*Member AFCCE**

$1,500 inventory abolished – at a cost of $4.46!

With more than 700 vacuum tubes needed by industry, a tube distributor would find profits consumed by 100% inventories. But by ordering tubes as needed via Air Express, he holds stocks to 25%. Example: Orders $1,500 tube at 9 A.M. from supplier 900 miles away. Delivered to customer 6 P.M. same day. 16 lbs.: cost, $4.46.

Remember, $4.46 *included* speedy pick-up and delivery service, too. *More* protection, because you get a receipt for every shipment. Air Express is the *world's fastest* shipping service.

Your Air Express shipments go by the Scheduled Airlines direct to 1300 airport cities; fastest air-rail for 22,000 off-airline offices. Shipments keep moving with 'round-the-clock service.

Facts on low Air Express rates

19 lbs. of machine parts goes 600 miles for $3.54.
9-lb. carton of new styles goes 1400 miles for $3.99.
(Every kind of business finds Air Express pays.)

Only Air Express gives you all these advantages: Special pick-up and delivery at no *extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS

GETS THERE FIRST

AIR EXPRESS

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

News

DAVE GESLER, formerly newscaster-announcer for WICA Ashtabula, Ohio, has joined WKBZ Muskegon, Mich., as news director and publicity manager.

HAROLD JAHNKE has joined news staff of WHO Des Moines, Iowa. He recently graduated from U. of Iowa and was given award in field of radio journalism at the university.

JIMMY ALDERSON has been appointed to news and special events department of KBYR Anchorage, Alaska.

JOE WILSON, sportscaster at WBKB (TV) Chicago, has been named sports director.

JOHNNY CARPENTER, special events director of KOIN Portland, Ore., has been awarded plaque by Gov. Douglas McKay as outstanding individual in promoting traffic safety.

AL FRANCES, news editor at WHBC Canton, Ohio, is the father of a girl.

CHICAGO AFRA

Elects Harry Elders

HARRY ELDERS has been elected president of the Chicago, local, Midwest region, American Federation of Radio Artists, and will serve a one-year term. Other officials are Raymond H. Jones, executive secretary; Norm Gottschalk, treasurer; Eleanor Engle, recording secretary; Cliff Norton, first vice president; Dean Reed, second vice president, and Norm Pierce, third vice president.

Members of the board include Eloise Kummer, Boris Aplon, John Gannon, Angelyn Orr, George Kluge, Catherine Payne, Paul Barnes, Hugh Downs, John Harrington, Fahey Flynn, Joe Wilson, Franklyn Ferguson, Win Stracke, Ann Andrews, Arwin Schweig, William Cole, Harold Hedlund and Jack Martin.

WTWN ON AIR

Vermont Outlet on 1340 kc

FEATURING salutes from many notables, WTWN St. Johnsbury, Vt., formally went on the air July 10. Speakers at the opening broadcast included Sen. Ralph Flanders (R-Vt.), Rep. Charles Plumley (R-Vt.) and Waverly Root, formerly with MBS.

The station is owned and operated by Twin State Broadcasters Inc. and is co-managed by Dean Finney and James McKernan. WTWN operates on 1340 kc with 250 w.

WFIL and WFIL-TV Philadelphia have been presented a certificate of merit by Dept. of Pennsylvania, Veterans of Foreign Wars for stations' contributions to veterans and their families through programs.

PORTER APPOINTED

To Palestine Commission

PAUL A. PORTER, former chairman of the FCC and now with the Washington law firm of Arnold, Fortas and Porter, July 17 was appointed by President Truman as the U. S. representative on the United Nations Palestine Conciliation Commission. In this post, Mr. Porter succeeds Mark Ethridge, publisher of the Louisville *Courier-Journal* and *Times*, owners of WHAS Louisville, who resigned to return to his private business.

Mr. Porter, one-time head of the OPA, served as chief of the American Economic Mission to Greece in 1947. The Palestine Commission is responsible for conciliation of all issues outstanding between Israel and the Arab states under a UN general assembly resolution.

COVINGTON WILL

Stations Operations Same

THE WILL of the late G. W. Covington, who died in Chicago July 12 [BROADCASTING, July 18], directs that the Covington stations in Alabama continue regular operations as The Covington Group.

Edwin H. Estes, general manager of the group, who also directs the operation of WGWD in Gadsden, announced July 16 that Hugh Smith will continue as manager of WGWC Selma and John W. Kirkpatrick as manager of WCOV and WCOV-FM Montgomery.

12 Take Lombardo

FREDERIC W. ZIV CO. announces that starting July 28 the First National Food Store Chain-sponsored *Guy Lombardo Show* will be heard on the following additional stations for a 52-week period, each Thurs. 7:30-8 p.m.: WNOU Berlin, N. H.; WNEB Worchester, Mass.; WBZ Boston, WBZA Springfield, Mass.; WMUR Manchester, N. H.; WKNE Keene, N. H.; WLNH Laconia, N. H.; WHOB Gardner, Mass.; WSAR Fall River, Mass.; WJOY Burlington, Vt.; WELI New Haven and WFAS White Plains, N. Y.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations
write
Employers
Reinsurance
Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

FCC Actions

(Continued from page 80)

Decisions Cont.:

WDKD Kingstree, S. C.—Granted mod. CP change type trans.

KIBL Beeville, Tex.—Granted mod. CP change studio location.

WPLO Memphis, Tenn.—Granted CP for extension of completion date to 1-30-50 on cond. that construction be completed or interim FM service be provided by that date.

FCC Correction

On report dated July 12 action on WBRL Baton Rouge, La., should read —Granted license for new FM station Chan. 251 (98.1 mc) 7.6 kw 460 ft.

July 19 Applications . . .

ACCEPTED FOR FILING

AM—630 kc

KCIL Houma, La.—CP change from 1490 kc 250 w unl. to 630 kc 1 kw unl. DA-DN.

Modification of CP

WXRC Buffalo, N. Y.—Mod. CP new FM station for extension of completion date.

WGTM-FM Wilson, N. C.—Same.

WLWF Columbus, Ohio—Same.

WFSS Long Island, N. Y.—Mod. CP change frequency to 97.5 mc, ERP 15.1 kw, ant. 529 ft.

TV Amendment

Mid-South Television Bcstg. Co., Jackson, Miss., Memphis, Tenn., Little Rock, Ark., and Shreveport, La.—New TV station application AMENDED to change name from W. Harry Johnson d/b as Mid-South Television Bcstg. Co. to William S. Ramsey, administrator of estate of W. Harry Johnson d/b as Mid-South Television Bcstg. Co.

TENDERED FOR FILING

AM—1420 kc

WWHG Hornell, N. Y.—CP change from 1590 kc to 1kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N.

Modification of CP

WAFB Baton Rouge, La.—Mod. CP increase power from 1 kw unl. to 1 kw-N 5 kw-D unl. on assigned 1460 kc.

July 20 Applications . . .

ACCEPTED FOR FILING

License Renewal

WWON Woonsocket, R. I. — Application for license renewal.

KSMB (FM) Santa Maria, Calif.—Same.

License for CP

KRDU Dinuba, Calif.—License to cover CP changes in assignment.

WBGR Jesup, Ga.—License to cover CP new AM station.

WKAM Warsaw, Ind.—Same.

KLVT Levelland, Tex.—Same.

WRUF-FM Gainesville, Fla.—Same FM station.

WHIO-FM Dayton, Ohio—Same.

WENR-TV Chicago—License to cover CP new TV station.

Modification of License

WBTH Williamson, W. Va.—Mod. license change name from Mingo Bcstg. Corp. to Williamson Bcstg. Corp.

Modification of CP

WFCB Dunkirk, N. Y.—Mod. CP new AM station for extension of completion date.

KLAC-TV Los Angeles—Same for TV station.

KFEL-FM Denver, Col.—Same for FM station to 2-15-50.

WGCH Greenwich, Conn.—Same to 8-8-49.

KCRK Cedar Rapids, Iowa—Same to 18-50.

KGNC-FM Amarillo, Tex.—Same to 1-50.

KSL-FM Salt Lake City—Same to -15-49.

WBLK-FM Clarksburg, W. Va.—Mod. CP change ERP from 14.5 kw to kw, ant. height from 660 ft. to 690 ft.

WPAR-FM Parkersburg, W. Va.—Mod. CP change ERP from 18 kw to kw, ant. from 310 ft. to 292 ft.

CP to Reinstate

WSUA-FM Bloomington, Ind.—CP to reinstate CP new FM station which expired 6-28-49.

APPLICATIONS DISMISSED

Ponca City Pub. Co. Inc., Ponca City, Okla.—DISMISSED July 19 at request of applicant request for new FM station.

July 21 Decisions . . .

BY COMMISSION EN BANC

License Renewal

License renewal granted for following stations for period ending Aug. 1, 1952: WMFG Hibbing, Minn.; KRDO Colorado Springs, Col.; KROY Sacramento, Calif.; KWOS Jefferson City, Mo.; WEDC Chicago; WIBU Poynette, Wis.; WKDA Nashville, Tenn.; WMIS Natchez, Miss.; WROV Roanoke, Va.; WSBC Chicago; KICA Clovis, N. M.; KGBS Harlingen, Tex.; KDEC Decorah, Iowa; KDLR Devils Lake, N. D.; KHUM Eureka, Calif.; KUBC Montrose, Col.; KXOX Sweetwater, Tex.; WKDK Newberry, S. C.; WWWB Jasper, Ala.; WLAG LaGrange, Ga.

KCSJ Pueblo, Col.—Granted license renewal for period ending May 1, 1952.

License Extension

WBML Macon, Ga.—Granted temp. extension of license to Dec. 1.

KYUM Yuma, Ariz.—Same.

WSNY Schenectady, N. Y.—Same.

AM—690 kc

WVOK Birmingham, Ala.—Granted CP increase from 10 kw to 50 kw DA, operating D on 690 kc; engineering cond.

Hearing Designated

Olney Bcstg. Co., Olney, Tex.—Designated for hearing application for new AM station 1590 kc 250 w D.

KID Idaho Falls, Ida.—Designated for hearing application for CP change from 1350 kc 500 w-N 5 kw-D unl. to 590 kc 1 kw-N 5 kw-D unl. DA-N; made WOW Omaha, KFXM San Bernardino, Calif., KSUB Cedar City, Utah, and KHQ Spokane, Wash., parties to proceeding.

KPAS Banning and KREO Indio, Calif.—Designated for consolidated hearing application of KPAS to change from 1490 kc 250 w unl. to 1380 kc 500 w-N 1 kw-D DA-N unl. and application of KREO to change from 1400 kc 250 w unl. to 1380 kc 1 kw DA-2 unl.

KWHK and The Hutchinson Pub. Co., Hutchinson, Kan.—Designated for consolidated hearing application of KWHK to change from 1190 kc 1 kw D to 1260 kc 1 kw unl. and employ new DA-DN and application of The Hutchinson Pub. Co. for new station to operate on 1260 kc 1 kw unl. DA-DN; made KAKE Wichita, Kan., party to proceeding.

Petition Granted

WORA Mayaguez, P. R.—Granted petition to extent that Commission order of June 1 is modified to make grant of application of The Master Bcstg. Corp. for new station at Rio Piedras, P. R., subject to such interference as may be received by proposed station from proposed operation of WORA if its application is granted.

Issues Deleted

Eastland County Bcstg. Co., Eastland, Tex.—On Commission's own motion, deleted issues No. 1 and 3 from Commission order of May 16 designating for hearing application for new station.

Replace CP

WKMA Radio South, Quitman, Ga.—Granted application for replacement of CP for new station 1490 kc 250 w unl. which expired May 9.

Hearing Designated

Pomona Bcstrs., Pomona, Calif.—Designated for hearing application of Pomona Bcstrs. for new station at Pomona, Calif., 1250 kc 250 w-D in consolidation with proceeding on application of Pasadena Presbyterian Church to increase power of KPPC Pasadena, operating on 1240 kc specified hours, from 100 w to 250 w; made KGFJ Los Angeles, KRNO San Bernadino and KTMS Santa Barbara, Calif., parties to proceeding for all purposes; amended order designating KPPC for hearing to include issues in this order.

Gralla & Gralla, Tujunga; Beverly Hills Bcstrs., Beverly Hills; Beverly Hills Bcstg. Co., Beverly Hills; Krouser & Kreamer, Oxnard; Long Beach Bcstrs., Long Beach; KIEV Glendale, Calif.—By order removed from pending file applications of Gralla & Gralla, Beverly Hills Bcstrs., Beverly Hills Bcstg. Co., Krouser & Kreamer and Long Beach Bcstrs. and, together with application of KIEV, designated for hearing in consolidated proceeding with applications of Airtone Co., Santa Ana, Calif. et al. and Leland Holzer, Los Angeles, et al.; amended previous orders of hearing accordingly; further ordered that if, as result of consolidated proceeding it appears that were it not for issues pending in hearing regarding clear channels and hearing regarding daytime skywave transmissions and Commission policy announced Aug. 9, 1946, and May 8, 1947, public interest would be best served by grant of one or more of these applications other than that of Wm. and Lee A. Odessky, then such application or applications shall be returned to pending file until after conclusion of said hearings; hearing on this proceeding now scheduled for Aug. 1 is continued to Sept. 19 at Washington on engineering issues only; made KECA Los Angeles party to proceeding.

WSEE (TV) St. Petersburg, Fla.—At request of applicant, set aside action of June 15 denying application for extension of completion date and designated same for hearing at Washington commencing Sept. 8 on issues relating to diligence.

Petition Denied

WHEN (TV) Syracuse, N. Y.—Denied petition requesting reconsideration of Commission actions of June 22 in (1) denying request for mod. STA to increase power from 15 to 26.7 kw, (2) placing application for mod. CP in pending files, (3) holding in abeyance application for extension of completion date, and (4) requesting advice within 30 days whether WHEN will proceed immediately and diligently with authorized construction; extended to July 27 time for WHEN to reply to June 22 letter.

STA Extended

WFMN (FM) Alpine, N. J.—Granted extension until Aug. 30 of outstanding STA to suspend regular program service on cond. (1) that within period here granted licensee file amendment to application for CP to specify trans. power and ant. system proposed to permit Commission consideration of complete application or (2) that within said period licensee file report on experimental program conducted by KE2XCC (W2XEA) during period WFMN has remained silent and specify therein certain date by which time WFMN application will be amended in such manner as to place it in proper form for Commission consideration.

Following were granted modification of terms of present authorizations:

WSYR-FM Syracuse, N. Y.—To change ERP from 9 kw to 10.5 kw and ant. from 670 ft. to 640 ft.

WADW-FM New Orleans—To change ERP from 5 kw to 8.6 kw; grant of this application is not to be construed as to approval of tower structure for use by standard station which will be determined on merits of application on file.

WIFM Elkin, N. C.—To change ERP from 325 w to 350 w, and ant. from minus 47 ft. to minus 35 ft., subject to cond. that if it appears that station's operation does not conform to Commission's rules and standards applicant will undertake to correct deficiencies in installation.

WEVR Troy, N. Y.—To change ERP from 400 w to 460 w and ant. from minus 240 ft. to minus 185 ft.

WQDI Quincy, Ill.—To change ERP from 4.8 kw to 8.9 kw and ant. from 300 ft. to 280 ft.; sufficient proof of performance of WGEM to be filed to indicate that DA remains essentially unchanged.

WTRT Toledo, Ohio—To change ERP from 9.7 kw to 8.8 kw, subject to receipt of request to measure power of WTOD by indirect method during installation of FM ant. and submission of new ant. resistance measurements for WTOD after completion of construction (Comr. Jones dissenting).

WCFC Beckley, W. Va.—To change ERP from 31 kw to 35 kw.

WTHI-FM Terre Haute, Ind. — To change ERP from 20 kw to 7.4 kw and ant. from 305 ft. to 330 ft.

WMBI-FM Chicago, Ill.—To change ant. from 360 ft. to 440 ft., subject to approval of application which provides for modifying WMBI ant. to accommodate FM ant.

KWK-FM St. Louis—To change ERP from 360 kw to 40 kw and ant. from 545 ft. to 510 ft.

WKAX-FM Birmingham, Ala.—To change ERP from 8.9 kw to 18.5 kw and ant. from 190 ft. to 640 ft. subject to cond. that no adverse effect results from operation of WKAX-FM and WBRC-FM due to proximity of two ant.

WMOR Chicago—To change trans. power output from 5.8 kw to 7.2 kw.

WJW-FM Royalton, Ohio—To change ERP from 7.5 kw to 19 kw and ant. from 730 ft. to 510 ft. subject to request to measure power of WJW by indirect method during construction of FM ant. and subject to receipt of sufficient proof of performance to indicate that DA pattern of WJW remains essentially unchanged upon completion of construction.

WGOR Ft. Lauderdale, Fla. — To change ERP from 9.6 kw to 9.2 kw and ant. from 275 ft. to 270 ft., site subject to approval by CAA and subject to approval of application to make necessary changes in WFTL's ant. to accommodate FM ant.

WILK-FM Wilkes-Barre, Pa. — To change frequency from 107.3 mc (Chan. 297) to 96.1 mc (Chan 241).

KISS San Antonio, Tex.—To change ERP from 170 kw to 250 kw and ant. from 560 ft. to 540 ft.

WLOH-FM Princeton, W. Va.—To change ERP from 365 ft. to 360 ft., subject to measurement of WLOH power by indirect method during installation of FM ant. and submission of new ant. resistance measurements after completion of construction.

WGTM-FM Wilson, N. C.—To change ERP from 31 kw to 8.8 kw.

WLYN-FM Lynn, Mass.—To change ERP from 600 w to 520 w.

WWOD-FM Lynchburg, Va.—To change class of station from B to A; frequency from 107.9 mc (Chan. 300) to 100.1 mc (Chan. 261); ERP from 39 kw to 940 w; ant. from 315 ft. to 170 ft., subject to obtaining authority to make power measurements of standard station WWOD by indirect method during construction and submitting new resistance measurements after completion; also subject to filing of sufficient proof of performance to indicate that DA of WWOD has not been changed.

Modification of CP

KYOS Merced, Calif.—Granted mod. CP to increase specified modulation allowance in direction of 43° true.

July 21 Applications . . .

ACCEPTED FOR FILING

License Renewal

License renewal applications filed by following: WRNY Rochester, N. Y.; WCKB Near Dunn, N. C.; WLBG Laurens, S. C.

(Continued on page 84)

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.

22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

RADIO LABOR DATA

Move to Labor Dept. Proposed

BROADCAST labor data henceforth will be handled by the Bureau of Labor Statistics, Labor Dept. under proposed rule amendment announced by FCC last week. Stations would file data relating to employes, wages and hours of work with FCC as at present but the Commission would transmit the data to BLS for statistical summarization.

The Commission proposes to amend Sec. 0.206(c) of its rules, relating to the availability to the public of information at FCC, so as to keep individual station reports confidential as now even though sent to BLS. Transfer of the statistical function to BLS is designed to increase overall efficiency. Comments on the proposal are invited to Aug. 29.

FCC Actions

(Continued from page 83)

Applications Cont.:

License for CP

KCOK Tulare, Calif.—License to cover CP change facilities.

WMRC Greenville, S. C.—Same.

KBIO Burley Ida.—License to cover CP change frequency AMENDED to change name of applicant from Jessica L. Longston to KBIO Inc.

WKMA Quitman, Ga.—License to cover CP new AM station.

WBSM New Bedford, Mass.—Same.

WPTR Albany, N. Y.—Same.

WWHG Hornell, N. Y.—Same.

WKRC-TV Cincinnati—License to cover CP new TV station.

Modification of CP

WCOA-FM Pensacola, Fla.—Mod. CP new FM station for extension of completion date.

WFNS-FM Burlington, N. C.—Same.

KREL-FM Goose Creek, Tex.—Same.

WBAP-FM Fort Worth, Tex.—Same.

WLPM-FM Suffolk, Va.—Same.

WBRC-TV Birmingham, Ala.—Mod. CP new TV station for extension of completion date.

WOI-TV Ames, Iowa—Same.

WOR-TV New York—Same.

WBAP-TV Fort Worth, Tex.—Same.

TENDERED FOR FILING

Reinstate CP

KFJI Klamath Falls, Ore.—Reinstate CP for 1 kw-N 5 kw-D unl. DA-N on assigned 1150 kc.

Modification of CP

KULE Ephrata, Wash.—Mod. CP decrease power from 1 kw to 250 w on assigned 730 kc.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

Summary to July 21

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,007	1,977	213		418	240
FM Stations	726	387	478	12*	50	30
TV Stations	72	13	105		346	182

* 5 on air

CALL ASSIGNMENTS: KFMA Davenport, Iowa (L. W. Andrews Inc., 1580 kc, 250 w, day); KIFW Sitka, Alaska (Alaska Bcstg. Co., 1230 kc, 250 w, unl.); KLMO Longmont, Col. (Longmont Bcstg. Co., 1050 kc, 250 w day); KNOR Norman, Okla. (Cleveland County Bcstg. Co., 1400 kc, 250 w, unl.); KUMO Columbia, Mo. (Boone County Bcstg. Co., 950 kc, 1 kw, unl., directional); WFIR Danbury, Conn. (The Fairfield Bcstg. Co., 550 kc, 500 w-night, 1 kw-day, directional night); WHLL Wheeling, W. Va. (Wheeling Bcstg. Co., 1600 kc, 1 kw, day, directional); WJMA Orange, Va. (James Madison Bcstg. Corp., 1340 kc, 250 w, unl.); WLBE Eustis, Fla., changed from WEUS (Paul Hunter); WNAW North Adams, Mass., changed from WNWW (Newl W. Welch).

* * *

Docket Actions . . .

FINAL DECISIONS

Elizabethtown, Ky.—The Acme Bcstg. Co. denied new AM station on 1450 kc, 250 w fulltime. Interference to WLAP Lexington, Ky., cited by FCC. Principals: J. W. Burkholder Sr. 6.3% owner WTCO Campbellsville, Ky., president 30%; Paul H. Sanders, theatre business, secretary-treasurer 30%; William J. Harris Jr., commercial manager WTCO, vice president 30%; William E. Matthews, Justice Dept. attorney, 20%. Decision July 14.

Petaluma, Pittsburg, Calif.—Final decision granting bid of Petaluma Bcstrs. for new AM station at Petaluma on 1490 kc, 250 w, unlimited, and denying competitive bid of Pacific States Radio Engineering for new station at Pittsburg. Petaluma operation may not begin until KXOA Sacramento switches to 1470 kc and is licensed for that frequency. Petaluma favored because it would be first local facility. Co-partners in Petaluma: Howard R. Elvey, engineer at international stations KGEI KGEX; Forrest W. Hughes, engineer-announcer since 1938; John E. Striker, radio repair, teaching and operating experience; Raymond W. Mort. KGEI KGEX engineer; Harold A. Sparks, announcer-engineer at KTKC Visalia. Co-partners in Pacific States: Joseph L. Berryhill, in radio nine year; James L. Smith, engineer; Arnold C. Werner, in radio several years. Decision July 15.

INITIAL DECISION

WHOM Jersey City, N. J.—Initial decision by Hearing Examiner J. D. Bond to deny bid to move main studios to New York. See story page 67. Decision July 18.

Huntington and White Plains, N. Y.; Bridgeport, Conn.—Initial decision by Hearing Examiner Fanney N. Litvin to grant new AM station bid of Huntington-Montauk Bcstg. Co. for 740 kc, 1 kw day, directional, at Huntington and to deny competitive bids of Westco Bcstg. Corp., White Plains, and Connecticut Electronics Corp., Bridgeport. See story page 79. Decision July 20.

OPINIONS AND ORDERS

St. Louis; East St. Louis and Belleville, Ill.— Memorandum opinion and order making final certain portions of proposed decision insofar as it pertains to bid of Hobart G. Stephenson Jr. for new AM station at St. Louis for 1230 kc, 250 w unlimited; denied said bid. Further, granted motion and supplemental motion to reopen record filed by WTMV East St. Louis insofar as it requests that proposed decision be set aside; denied petition by Belleville News Democrat, Belleville, to dismiss WTMV motion; set aside proposed decision insofar as it pertains to applications of Belleville News-Democrat for 1260 kc, 1 kw fulltime, directional night, and of WTMV to switch from 250 w fulltime on 1490 kc to 1 kw fulltime directional on 1260 kc; afforded Belleville News-Democrat opportunity to amend its application to specify proper site within 60 days; further ordered that upon acceptance of such amendment proceeding will be set for further hearing. See story this issue. Order July 18.

KROY Sacramento, KYA San Francisco and KVSM San Mateo, Calif.—Memorandum opinion and order reopening record for further hearing in Washington Aug. 24 on bids for 1060 kc. See story this issue. Order July 18.

Modesto, Calif.—Ordered set aside proposed decision on bids of Frank M. Helm and Radio Modesto Inc.; granted petition of Helm to amend application to show new site and afforded Radio Modesto opportunity 60 days to amend application to specify proper site; upon acceptance of latter, case will be set for further hearing. See story this issue. Order July 18.

KWAT Watertown, S. D.—Order granting motion of KWAT to cancel oral argument and make final proposed decision; made final grant of switch from 250 w fulltime on 1240 kc to 1 kw fulltime on 950 kc. Order July 15.

WBNY Buffalo, N. Y.—By memorandum opinion and order denied petition for interim relief requesting that effectiveness of Dec. 15, 1948, new station grant to Dunkirk Bcstg. Co., Dunkirk, N. Y., be postponed and that issuance of any permit pursuant to said grant be withheld pending determination by U. S. Court of Appeals for D. C. of WBNY appeal. Order July 21.

WGRC Louisville—By memorandum opinion and order granted application to modify permit to specify new transmitter site, decrease antenna heights to meet CAA objections and to specify daytime directional array which will improve daytime coverage. Permit modified was for switch from 250 w on 1400 kc to 1 kw night, 5 kw day on 790 kc. Order July 21.

Non-Docket Actions . . .

AM GRANTS

Atmore, Ala.—Southland Bcstg. Co., granted new AM station on 1580 kc with 250 w daytime; estimated cost $13,404. Co-partners are Cyril W. Reddoch and J. B. McCrary, operators of WCNU Crestview, Fla. Granted July 21.

WVOK Birmingham, Ala.—Granted power increase from 10 kw to 50 kw directional on assigned 690 kc, daytime. Granted July 21.

Iron River, Mich.—Upper Michigan-Wisconsin Bcstg. Co. Inc., granted permit for new AM station on 1230 kc with 250 w fulltime, facilities which firm's WIKB Iron Mountain, Mich., relinquished upon being granted deletion (See deletions section). Granted July 13.

WKMA Quitman, Ga.—Granted replacement of permit for new AM station on 1490 kc with 250 w fulltime which expired May 9. Permittee is Radio South. Granted July 21.

TRANSFER GRANTS

KRSC-FM-TV Seattle, Wash.—Granted assignment of FM license and TV permit from P. K. Leberman, chief owner, and John E. Ryan Jr. and Robert E. Priebe of Radio Sales Corp., licensee-permittee, to King Bcstg. Co. for $375,000. King Bcstg., owned 72.3% by Dorothy Scott Bullitt, is licensee of KING Seattle. Grant is conditioned upon KING-FM being deleted and application for new TV station being dropped. KRSC-TV is operating on Channel 5 (76-82 mc), KRSC-FM on 98.1 mc. See story BROADCASTING, May 16. Granted July 21.

WFOB-FM Fostoria, Ohio—Granted relinquishment of control of Seneca Radio Corp., licensee, by Lawrence W. Harry through sale of 52.8% interest in equal amounts, for $5,000, to Alfred Bersted, Andrew Emerine and Arthur Kaubisch. Granted July 21.

WVOS Liberty, N. Y.—Granted transfer of control of Sullivan County Bcstg. Co., licensee, from David A. and Harriet M. Kyle, Donald A. Corgill, Donald V. Murray, Max H. Rhulen and Arthur L. Cooper to Harry G. Borwick and Seymour D. Lubin for $80,000. Mr. Borwick is former chief of Washington bureau of New York JOURNAL OF COMMERCE and WINX Washington news analyst. Mr. Lubin is New York attorney. WVOS is assigned 250 w fulltime on 1240 kc. Granted July 21.

KHBR Hillsboro, Tex.—Granted assignment of license from R. W. Calvert (30%), W. N. Furey (30%) and Ross Bohannon d/b as Hill County Bcstg. Co. to new partnership of Mr. Bohannon and William S. Snowden. Latter, who acquires 60% interest of retiring partners for $12,000, is Houston oil producer and has multiple AM and TV interests in that area. A 20% interest in continued to be held for a general manager yet to be named. KHBR is assigned 250 w day on 1560 kc. Granted July 21.

WAZF Yazoo City, Miss.—Granted assignment of license from H. T. and B. J. Barrier Jr. and H. P. Holmes to WAZF Inc. for $35,000. New firm is composed of Milton E. Stauffer, vice president of Kroehler Mfg. Co., 51%, and Guy Corley, WAZF manager, 49%. WAZF is assigned 250 w fulltime on 1230 kc. Granted July 21.

KRAI Craig, Col.—Granted assignment of license from Newel S. Cahoon tr/as Craig Bcstg. Co. to Northwestern Colorado Bcstg. Co. Mr. Cahoon receives 50% interest in new firm and Howard D. Johnson receives 25% interest for his work for station. There are seven other stockholders. KRAI is assigned 250 w fulltime on 1230 kc. Granted July 21.

WPKE Pikeville, Ky.—Granted assignment of permit from Dr. O. W. Thompson and John T. H. and W. Frank Scott d/b as East Kentucky

THERE's MANY A SLIP

TWIXT CUP AND LIP, BUT

YOU CAN'T SLIP IN MEMPHIS

when your choice is

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

LONDON LIBRARY SERVICE

- 10 inch 78 RPM.
- FULL-RANGE RECORDINGS (30-14,000 cycles — Reproduces every sound audible to the normal ear.
- Instrumentals only (no vocals).
- Basic library plus regular monthly releases.

For further details write or wire:

LONDON LIBRARY SERVICE
16 West 22nd St., New York 10
A Division of THE LONDON GRAMOPHONE CORP

Bcstg. Co. East Kentucky Bcstg. Corp. Dr. Thompson receives 13% interest in new firm and W. Frank Scott 4%, equal to investments. There are seven ther local stockholders. WPKE is assigned 250 w fulltime on 1240 kc. Granted July 21.

WVMC Mt. Carmel, Ill.—Granted assignment of permit from Charles F. Rodgers tr/as Mt. Carmel Bcstg. Co. o new firm in which Mr. Rodgers receives 51% interest for his investment. Charles Vandever, auto dealer, is 49% owner. WVMC is assigned 500 w day on 60 kc. Granted July 21.

Deletions . . .

Two AM licenses, two AM permits nd three FM permits were reported deleted by FCC last week. Total deletions since first of year are: AM 25, FM 125.

Deletions, effective dates and reasons for withdrawals or cancellations follow:

KRCC (FM) Richmond, Calif.—Contra Costa Bcstg. Co., CP July 15.

KYOR San Diego, Calif.—San Diego Bcstg. Co., license for 250 w daytime on 1130 kc, July 14. Firm, owner KUSN there, recently acquired KYOR for $7,000 [BROADCASTING, June 13]. KYOR permit for 5 kw on 1130 kc s being constructed and when ready o operate firm would drop KUSN, assigned 1 kw night, 5 kw day on 1510 kc.

WIKB Iron Mountain, Mich.—Upper Michigan-Wisconsin Bcstg. Co. Inc., license July 13. Firm simultaneously granted permit for same facilities at Iron River, Mich. WIKB ceased operations June 30. Firm said that after announcement of move advertisers cancelled to greater extent than anticipated and it was decided to cease operations entirely.

WFCI-FM Pawtucket, R. I.—Pawtucket Bcstg. Co., CP July 12. Did not wish to proceed with construction.

WONO Saratoga Springs, N. Y.—John Nazak and Joanne May Levko d/b s The Saratoga Bcstg. Co., CP July 14. Forfeited as permit expired May 16 without extension requested.

KGIB Bremerton, Wash.—Kitsap G. Bcstrs. Inc., CP July 18. Forfeited s permit expired April 15 without extension requested.

WWXL-FM Peoria, Ill.—Central Illinois Radio Corp., CP July 15. Dismissed for failure to prosecute.

New Applications . . .

AM APPLICATIONS

Phoenix, Ariz.—T. M. and J. M. Gibbons, 1230 kc, 250 w, unlimited (contingent on KPHO there relinquishing 230 kc). Estimated cost $25,684.32. Applicants from 1943-1948 were owners of Venice Tram Co., transportation firm. Filed July 19.

Delano, Calif.—John Neil Fisher, 1190 kc, 500 w, unlimited, directional night; estimated cost $22,864.50. Applicant is manager of Citrus Fruit Assn. and owner General Agricultural Pest Control. Filed July 19.

Kewanee, Ill.—Kee Bcstg. Co., 750 kc, 250 w, daytime (request facilities to be vacated by KSTT Davenport, Iowa). Estimated cost $14,000. Principals: E. D. Scandrett, engineer, president 57.4%; Mrs. Grace Breeden, housewife, vice president 11.4%; Walter A. Vaughn, oil dealer, treasurer 3.7%; James T. Milnes, auto dealer, secretary 3.7%. There is total of 17 local stockholders. Filed July 19.

Sunnyside, Wash. — Cole E. Wylie, 050 kc, 250 w, daytime; estimated cost $14,734.50. Applicant is owner KREM Spokane. Filed July 19.

TV APPLICATION

Oelwein, Iowa—Northeast Iowa Radio Corp., Channel 6 (82-88 mc), ERP 1 kw vis., 0.5 kw aur., antenna 210 ft.; estimated cost $60,000.42. Station is to be built and operated in conjunction with new AM station request pending there for 950 kc with 500 w daytime, directional. Group of 14 local businessmen owning applicant is headed by Harry D. Flower, president. Filed July 21.

TRANSFER REQUESTS

KBOR Brownsville, Tex.—Assignment of license from Minor J., Walton W., Willis A., Vance C. and Kate Wilson and Herbert L. DeWalt d/b as Brownsville Bcstg. Co. to new corporation of same name and ownership. KBOR is assigned 1 kw day on 1600 kc. Filed July 21.

KVMV Twin Falls, Ida.—Transfer control of Radio Sales Corp., licensee, from Franklin V. and Velma A. Cox through sale of 61% interest for undisclosed sum to John H. (52.8%) and Helen M. Sole (8.2%). Transferors stated they were "financially unable to make desirable improvements to meet competition" and wished to withdraw. KVMV assigned 250 w fulltime on 1450 kc. Filed July 21

WAYN Rockingham, N. C.—Assignment of license from Wayne M. Nelson o Radio Station WAYN Inc., of which e is sole owner. WAYN assigned 1 kw day on 900 kc. Filed July 21.

Allocation Furor

(Continued from page 42)

it unwisely ignores or at best would make only minimum use of the benefits of offset-carrier operations and directional antennas; that the protection problem would become ambiguous since no normally protected contour is provided; that the inflexibility of the allocations table would make it virtually impossible to gain additional channels; that FCC had used its Ad Hoc Committee work loosely, applying VHF studies to UHF problems.

Meanwhile, FCC asked for reports by Aug. 15 from all 32 experimental television licensees and permittees, and for extensive data on intercity facilities, present and proposed, from AT&T and Western Union, also by Aug. 15.

The Commission asked AT&T pointedly why its present facilities are unable to utilize the full 4.5 mc bandwidth of television transmissions under FCC engineering standards; what plans have been made to improve present facilities in that respect, and what plans are on foot to provide nationwide facilities using the full 4.5 mc bandwidth.

On the last point the Commission called for "the routes and dates when such facilities will become available."

Looking toward nationwide color, FCC asked for statements on "the possibilities of . . . providing intercity video transmission facilities capable of transmitting color television signals on a nationwide basis in the event the Commission should authorize color television broadcasting" after the hearing.

Summary Asked

FCC also asked for a summary of terminal and intermediate service points, number and direction of channels existing or planned between those points, bandwidths present and proposed, methods employed (coaxial cable or microwave relay), and estimated completion dates of facilities now under construction or planned.

Other requests were for statements on ability to provide not only intercity but also intracity facilities in view of the proposed addition of 42 new UHF channels.

FCC's letter to Western Union was substantially the same as the one to AT&T, except that the references to 4.5 mc bandwidths related only to future plans. WU currently has only one intercity video link, a microwave relay running between New York and Philadelphia.

Existing coaxial cable facilities pass a TV bandwidth of about 2.8 mc and microwave relays about 4 mc. AT&T has announced plans for cables which will handle about 8 mc and radio relays which will accommodate substantially more than that.

In its letters to experimental TV operators, FCC called for details on "results of your program of research and experimentation," including:

1. Number of hours operated.
2. Full data on research and experimentation conducted including the type of transmitting and studio equipment and their mode of operation.
3. Expense involved.
4. Power employed, field intensity measurements, visual and aural observations, and types of instruments and receivers used to determine service area and efficiency; if research includes color, there should be data on color breakup, flicker, definition, fidelity, modification of transmitters and receivers, and other subjects which FCC specified in its general announcement of plans for the Aug. 29 hearing [BROADCASTING, July 18].
5. Estimated degree of public participation in reception, and results of observations as to the effectiveness of types of transmission.
6. Conclusions, tentative and final.
7. Program for further developments.
8. All developments and major changes in equipment.
9. Any other pertintent developments.

HONORARY title of deputy sheriff of Gregg County, Tex., is conferred on Jim Bennett (l), news editor of KLZ Denver. Document is presented by KLZ Assistant Manager R. Main Morris on behalf of Gregg County officials. Mr. Bennett was cited for his work in aiding traveling Texas family in Colorado.

Johnson Letter

Meanwhile on another television front—Capitol Hill—the Senate Interstate & Foreign Commerce Committee released a copy of the letter by which Chairman Ed C. Johnson (D-Col.) prompted the independent survey of color television which the National Bureau of Standards formally announced a week ago [BROADCASTING, July 18]. The letter was dated May 20 and was sent to NBS Director E. U. Condon, with a copy to FCC, shortly before the Commission announced its tentative time-table of television proceedings, including the color question as part of the August hearing.

Sen. Johnson's request was prompted, he explained, by the Committee's belief that "it is greatly in the public interest that a sound, factual ascertainment be had *now* whether or not minimum standards can be fixed today, or in the very near future, so that color television might develop and progress with complete freedom under the stimulus of commercial competition." He felt the Commission had been reluctant to approach the question.

Noting a division of opinion in the industry as to color prospects, he continued:

> . . . Our Committee sees television as a great new industry, not only providing new jobs and a new source of wealth but as the greatest medium of entertainment and diffusion of knowledge yet known to man. We believe that it has made great advances but we are concerned that through delay in opening up the ultra-high frequencies and holding up color until such time as some electronic experts believe that color has reached a state of perfection, a chain of circumstances will have been created which will tend toward monopoly control of the entire television art.
>
> We are anxious, also, to reduce as much as possible any sharp impact on both station licensees and the general public, who already have invested one-half billion dollars in receiver sets, of any sudden but eventually necessary conversion to color. It is our belief that if both potential licensees and the set-buying public are given all the facts now with respect to color television, less exploitation will ensue and less wasteful expenditures will occur.
>
> . . . Now, when there is at least the probability that both [VHF and UHF] bands may be opened simultaneously for allocation, is the time to make certain regarding the color television situation so that, if it is technically feasible, the Commission might also simultaneously open color to commercial licensing in either or both bands.

Sen. Johnson suggested that Dr. Condon and his committee visit the laboratories of RCA, CBS, DuMont, and others engaged in TV research, confer with their engineers, witness demonstrations, ask questions, and report to him their answer to the question: Can a satisfactory color television picture be broadcast today in the VHF and UHF frequency bands? He "assumed" the group would also confer with FCC technicians. He recognized that great strides will be made in color in the future, but he also felt that "it is not necessary that the art be fully developed for minimum standards to be outlined."

The Coloradoan said he was "particularly concerned with resolving once and for all the charges that have been made that the advance of color television has been held up by the Commission for reasons difficult for us to understand."

Dr. Condon's committee, formally announced a week ago, is composed of himself as chairman; Newbern Smith, chief of the NBS propagation laboratory; Stuart L. Bailey of Jansky & Bailey, president of Institute of Radio Engineers; W. L. Everitt, dean of the U. of Illinois Engineering College, and Donald G. Fink, chairman of the Joint Technical Advisory Committee sponsored by IRE and Radio Mfrs. Assn.

The committee does not expect to participate in FCC's hearings but will report direct to Sen. Johnson, probably in November. There has been no indication as to how Sen. Johnson intends to employ the data he secures. It seems highly unlikely that FCC will have decided its own case by that time.

FCC's proposed VHF-UHF allocation would provide channels for some 2,245 stations in about 1,400 communities.

Correction!

The plates of a General Electric ad which appeared in the July 18 issue of BROADCASTING were inadvertently transposed. The correct ad appears on pages 20-21 of the current issue titled "Experts see new General Electric 16 mm TV projector."

At Deadline...

AAAA TALENT UNIONS TO CONFER ON VIDEO

CONCLAVE of talent unions comprising parent Associated Actors and Artistes of America and its branch units to be held at Roosevelt Hotel in Hollywood this Saturday, with view to working out agreement on division of jurisdicition in TV film field. Invitation was extended by board of directors of Screen Actors Guild, one of member unions.

Purpose of meeting is to create Television Authority covering all video performers of talent unions. Envisioned is negotiation of partnership or joint venture between Television Authority and two movie unions for organization and administration of both live and film TV fields. Officials of AAAA's and member unions now assembling data looking toward negotiation of contracts with networks and stations.

Among those who will confer with SAG board of directors are George Heller, AFRA executive secretary, and Paul Dullzell, AAAA international president. Other unions are: Actors' Equity Assn.; Chorus Equity Assn.; American Guild of Variety Artists.

HOPE, OTHERS CLIMAX WCCO AQUATENNIAL SHOW

TWO-HOUR Aquatennial broadcast slated to be carried Saturday (July 23) by WCCO Minneapolis, CBS Twin City outlet, with Bob Hope highlighting program as special guest of Cedric Adams, along with Arthur Godfrey and Monica Lewis. CBS President Frank Stanton and wife also attended as guests of Aquatennial Radio Committee, headed by Merle S. Jones, WCCO manager.

Mr. Hope was to work entire two-hour block of WCCO programs during evening. Thirty-minute segment was fed to CBS coast-to-coast network, with virtual sellout of 11,000 seats assured. Event climaxed ten-day summer Twin City festival. Dr. and Mrs. Stanton flew from Washington in Mr. Godfrey's private plane.

RADIO WEEK GROUP NAMED

GORDON GRAY, WIP Philadelphia, and W. B. McGill, Westinghouse Electric Corp., named co-chairmen of National Radio Week Committee, which meets at Statler Hotel in New York Tuesday. Announcement made jointly by NAB President Justin Miller and RMA President Raymond Cosgrove, executive vice president of Avco Mfg. Corp. Named as advisers were Eugene Thomas, general manager, WOIC (TV) Washington, D. C.; John Gillin, WOW Omaha, who is chairman of NAB Sales Managers Executive Committee; William Mackey, Zenith Radio Corp.; H. F. Guenin, RCA Victor Div.; L. A. Pettit, General Electric Co. National Radio Week, sponsored annually by NAB-RMA, will be held Oct. 30-Nov. 5.

NEW TV CIRCUIT

EACH of four TV networks after Sept. 1 will have fulltime exclusive circuit from New York to Washington. On that date AT&T adds another southbound channel to present three. There is one northbound facility.

NAB, TBA HIT FCC'S TEST PATTERN RULING

FCC'S BAN on TV test pattern-music operation hit by NAB and TBA in statements to Commission Friday. NAB told FCC that set installation, sales demonstration and promotion, programming and reduction of operating costs are hampered by FCC interpretation [BROADCASTING, June 27, July 4].

TBA pointed out same problems and termed Commission ruling "both untimely and unrealistic," and impractical of administration by FCC and stations alike. Review of ruling requested. TBA further struck at "artificial limitations" on growth of new billion-dollar industry. Both organizations pointed out music is needed to properly adjust sets on installation, prospective set buyers are annoyed by single tone transmission, ban prohibits many types emergency program fills and requires larger staffs.

CBS-IBEW PROGRESS SLOWS AS CBS GIVES NOTICE

WITH little progress reported in wage negotiations between CBS and IBEW, network gave union notice it was terminating operations under old contract effective coming Friday. Regarding this as application of pressure, IBEW sent Freeman Hurd of Washington office to take over. Negotiations on "local" matters, now going on in seven CBS cities, will now be resumed in New York on national basis. New York local's last offer Thursday was $2.50 weekly increase or $5.00 weekly if it granted concessions demanded by CBS. New York and Hollywood locals of IBEW have taken strike votes and have support of NABUG in event of strike (see page 27).

A CBS statement Friday evening declared it had notified IBEW of the contract termination "because of the union's indication that it would accept only a general wage increase in New York and Los Angeles."

The network stated that it could not agree because its men "already are the highest paid technicians among all the networks, enjoy working conditions equal to or better than any of its competitors, have received salary increases far exceeding all increases in the cost of living, and because of the extraordinary demands created by television on the network's resources."

CBS went on to point out that two of the other major networks recently concluded agreements with their technicians at no salary increases.

Concluding, the statement declared: "CBS hoped by giving this notice of termination to bring to the union representatives and its rank and file a comprehension of these facts and to foster . . . approach by . . . IBEW to . . . problem.

CBS is still prepared to continue negotiations with the IBEW."

HERMAN S. HETTINGER, economist and marketing authority, has joined McCann-Erickson, New York [CLOSED CIRCUIT, July 18] as associate director of research in charge of marketing research, President Marion Harper Jr. announced last Friday.

Closed Circuit

(Continued from page 4)

to enable him to get needed government ser ice toward pension retirement.

ALTHOUGH it wasn't announced, NAB boar of directors, in recognition of work of Mau ice B. Mitchell in organizing Broadcast A vertising Bureau, increased his salary fr $14 to $17 thousand—that in face of overall economy drive which looks towa 15-18% cut in overhead of each of remainin departments.

ACQUISITION by David (Tommy) Ste of control of *New Orleans Item* for ab $1,700,000 puts another Stern family i prominence in southern metropolis. Edga Stern and son Edgar Jr. own WDSU A FM and TV operations and had worki deal with *Item*. Senior WDSU Stern h acquired minority interest in *Item*. Ster are not related. Newcomer Stern forme identified with *Philadelphia Bulletin*, Camde newspapers and WCAU Philadelphia.

RALPH NICHOLSON, who relinquished c trol of *New Orleans Item* to David Ste is not expected to return to Tampa Times C which owns WDAE, and of which he is 50 owner. It's likely he will be appointed a sistant to John J. McCloy, U. S. High C missioner in Berlin.

USE OF TV TRAILERS to promote movi will be considered at meeting in New Yo July 27-29 of top-level theatre advertising and publicity directors. Project would i clude plans for changing present contra bans on TV appearances for many ma stars.

WHILE Royal V. Howard, resigning direc of NAB Engineering Dept. (see story, pa 26), did not disclose future plans or exa nature of desire to return to "more dir engineering and industry activities," it's a sa bet he'll attend forthcoming NARBA Confe ence in Canada this September. Mr. Howa will probably assume representation of one two private organizations who also have sta though not strictly radiowise, in outcome sessions.

FCC EXPECTED to approve this week quest of WMAL-TV Washington for 4.5 coaxial cable link from Baltimore to Washi ton for Aug. 17-19 WMAR-TV Baltimore c TV experiment (see story page 40). C parisons would be made in Washington am pickups of WMAR-TV direct, WMAL-TV transmission of WMAR-TV direct and microwave link, and via coaxial. FCC a inclined to see if AT&T can produce 4.5 coaxial which it has been saying it can.

WOR-TV TOWER DAMAGE

NO appreciable damage reported Friday aft preliminary inspection of WOR-TV New Yor antenna tower and relay equipment hous which burned day before at North Bergen, N. J. Painters' tarpaulin in house caug fire at 555-ft level of tower, now under co struction, and wind-blown fragments set fi to roofs of nearby houses. Fire presumab caused by spontaneous combustion. WOR-T expects to begin test pattern by Aug. 15.

XUM

CROSSROADS, U.S.A.

Where is Crossroads, U.S.A.? If there were a town so named, it undoubtedly would be located in the heart of WLW-land. For here is an area that presents a cross-section of America.

Nearly fourteen million people live in this area which embraces parts of seven states. And WLW covers this vast territory just as a network covers the nation. Thus, when a selling theme works in WLW-land, it's pretty certain to be sound for the entire U.S.A.

Yet, The Nation's Station offers more than the ideal proving ground for new products and advertising campaigns.

WLW also provides facilities unequalled by any other radio station. Providing "air-time" is not the start, nor the finish, of services WLW can render manufacturers and advertising men. Before advertising can be effective, many other factors must be right. And because of adequate manpower, coupled with a "know-how" peculiar to this territory, The Nation's Station is in a position to help solve problems relating to distributing, packaging, product and consumer attitudes.

Many success stories can be told of products and advertising campaigns that were launched in WLW's Merchandise-Able Area. And while selling 10% of the nation, these advertisers have also gained invaluable knowledge which helped make campaigns successful elsewhere.

When you are ready to introduce a new product or launch a campaign, talk it over first with The Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation